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**Dear Tourism and Hospitality Partners:**

We are pleased to present the Arizona Office of Tourism's (AOT) FY 2007 Marketing Plan and Programs Guide (MPPG). The MPPG is designed to provide an overview of industry trends in the coming year and an outline of how AOT's marketing activities will be aligned with these dynamic trends. This initial online version of the MPPG is in draft form and it will be updated as new programs and activities are solidified. In July, a final version will be distributed at our 2006 Governor's Conference on Tourism at the Loews Ventana Canyon Resort in Tucson. By posting a draft in this early stage, AOT is providing you with an opportunity to look ahead at what we have planned for the next year and use this as a resource as you begin to outline your program of work.

As the leader in Arizona's tourism industry, AOT is committed to building the brand architecture that will define the Grand Canyon State as a premier travel destination. AOT's goal is to provide our constituents with the tools and opportunities to take this information and develop strategic marketing plans that capitalize on the state's efforts but also meet the specific needs of a destination or organization. We have a common goal of attracting high-value visitors to Arizona and by developing cohesive and complementary marketing plans, the state's tourism industry will continue to thrive.

Research is the foundation of everything we do at AOT, and we are dedicated to achieving the maximum return on investment for every marketing dollar spent. The research we conduct is the backbone of the programs and activities orchestrated by our marketing divisions. Every aspect of the MPPG is based on information gathered from tourism

industry trends and research studies so that AOT can more precisely target the visitor that will have the most significant economic impact on the state.

Arizona's remarkable diversity is what makes this state so unique, but it also means that a marketing plan must be equally diverse. While you will find the MPPG full of activities that speak to that diversity, I want to point out a couple of the highlights for FY 07. AOT will continue to "Seize the Day" with our new creative campaign designed to capture the experiences visitors can have in Arizona. A new \$1 million regional and instate marketing program will complement AOT's efforts to market Phoenix and Central Arizona by creating unique media plans and fulfillment pieces for Arizona's four distinctive regions based on the destination drivers for those areas. Through a partnership with *National Geographic*, AOT is also taking the lead in establishing the state as a Geotourism hot spot. A binational project with the state of Sonora, Mexico, the Geotourism MapGuide is a landmark effort that will have far-reaching implications beyond this one project.

I encourage you to read through this plan and check back for updates regularly. We look forward to embarking on another incredible year of promoting the Grand Canyon State and we would like to thank our partners around the state for being part of this exciting effort.

Sincerely,

Margie A. Emmermann  
Director  
Arizona Office of Tourism



*The Arizona Office Tourism enhances the state economy and the quality of life for all Arizonans by expanding travel activity and increasing related revenues through tourism promotion and development.*

## AOT MISSION

The Arizona Office Tourism enhances the state economy and the quality of life for all Arizonans by expanding travel activity and increasing related revenues through tourism promotion and development.

## AOT VISION

Lead the way in branding Arizona.

## AOT VALUES

- **Integrity** – We will always, to the best of our ability, honor our commitments and carry out our work according to the highest personal and professional standards
- **Innovation** – We will be on the leading edge of our industry-using the latest research, marketing techniques, and technology to emerge as a leader in our field.
- **Accountability** – We are responsible to the people of Arizona for the effective, efficient, and appropriate use of our resources. We are committed to being good stewards of these resources.
- **Quality** – We strive to make every product, service and interaction the best it can be.
- **Customer Service** – We highly value our customers. We will listen to them, be responsive to their needs and preferences, do our best to

provide them with service that exceeds their expectations, and share our passion for Arizona with them.

- **Respect** – We will demonstrate respect for each other, for our state, its lands, and its people.

## AOT CORE STRATEGIES

- **People** – Recognize, reward and value our people as our key asset.
- **Research** – Enhance research capabilities as the foundation for understanding and reaching targeted visitors and maximizing ROI.
- **Education** – Educate constituents in traditional and innovative methodologies to maximize economic impact through tourism.
- **Product Development** – Facilitate and enhance product development by providing technical assistance, education and resources for communities.
- **Promotion** – Market the full Arizona experience through a unified message on a global scale.



*In order to launch any promotion or campaign to encourage visitors to explore the Grand Canyon State, AOT first needs a broad understanding of current industry trends.*

In order to launch any promotion or campaign to encourage visitors to explore the Grand Canyon State, AOT first needs a broad understanding of current industry trends. As we prepare for FY 07, several of these trends will help us execute informed, targeted promotions.

### **SHORTER TRIPS, CLOSER TO HOME**

Even more than four years after the events of 9/11, people are still taking shorter trips closer to home, a trend also related to the rising gasoline prices. AOT has responded to this trend by adding instate and regional marketing efforts to our already established long haul marketing program. Audiences in these different markets need to receive different messages, so AOT tailored our advertising to speak to the specific needs of these travelers and encourage them to explore Arizona or visit from a neighboring state.

### **GEN X AND EXTREME GEN X MARKETS**

AOT is also staying ahead of the curve by reaching out to new markets, including the Gen X and Extreme Gen X travelers. Target audiences in these developmental markets are typically coming from short haul destinations or Arizona's neighboring states. While these travelers do not spend as much money and travel as far as our established affluent Baby Boomer market, they have the potential to do so as they grow into their careers and family lives. By establishing Arizona as a premier travel destination with them now, they will continue to consider vacations in Arizona as they grow older and move into a higher income bracket.

### **EMPTY NESTERS AND AFFLUENT BOOMERS**

As the Baby Boomer population begins to turn 60, the leisure time they have available for travel increases. This group is the wealthiest, most educated and most well-traveled generation in U.S. history. AOT is renewing efforts to attract this lucrative segment by aggressively positioning Arizona as a top-of-mind travel destination and entering into new markets that have a high density of affluent boomers.

### **WELLNESS TRAVEL**

In response to this growing domestic trend, AOT has made Arizona's wellness product offerings more visible to consumers, including advertising featuring spas and outdoor recreation. Additionally, AOT's new Web site will include expanded spa and park listings.

### **INCREASED INTERNATIONAL TRAVEL**

Favorable economic conditions in Arizona's top international markets have supported an increase of foreign travel to the United States and Arizona. While AOT has established marketing programs in Canada, Mexico, the UK, Germany and Japan, the increase in international travel opens the door for AOT to enter new foreign markets. Research indicates that France, Belgium and the Netherlands present a viable opportunity for Arizona. In addition to these new markets, China continues to grow in importance as the tourism market of the future. While it is not a primary international market for FY 07, it is on the radar screen for future international marketing development.

**WEB-BASED TRAVEL RESEARCH AND PLANNING**

More and more travelers turn to the Internet for information on travel destinations, room rates and availability, booking and other travel options. To meet the demand of these travelers, AOT is redesigning its current Web site to include topics that research has shown to be important to travelers on a statewide tourism Web site.

**FRIENDS TRAVELING TOGETHER**

AOT has developed and will continue to develop promotions building on the idea of independent group travel that focus on this growing phenomenon, such as the “Girl’s Getaway Weekend.”

**GEOTOURISM**

More than 65 million households in the United States are predisposed to support principles of Geotourism. Three-quarters of the American traveling public do not want their visits to harm the environment at their destinations. As part of this growing trend, AOT launched a new partnership with *National Geographic* and the Sonora Office of Tourism to promote sustainable tourism throughout the Southern Arizona and Sonora regions. The project will include a Web site, interactive Web maps and a MapGuide that will include up to 300 listings of destinations in the area that are geographically, culturally or historically unique.





*AOT's Research Division provides the foundation for the work that is done by each of the marketing divisions, identifying new markets, trends and opportunities for collaboration.*

## RESEARCH AND STRATEGIC PLANNING

The Research division is based on the Three Es: Educate, Execute and Evaluate. Through these methods, the division drives the strategic goals of AOT and continually refines AOT's research capabilities through the use of technology to better understand and reach targeted visitors, with an overall goal of achieving the maximum return on investment. The division monitors tourism indicators, acting as a clearinghouse for tourism data in order to enhance marketing efforts and evaluate performance in reaching goals and objectives. Results of on-going and special research studies are available on [www.azot.com](http://www.azot.com). AOT's internal Strategic Plan is also produced and managed under this division.

## ADVERTISING AND FULFILLMENT

In order to implement AOT's strategic goals, the Advertising and Fulfillment division works to create a positive brand image for Arizona through a comprehensive schedule of advertising aimed at stimulating interest and motivation levels of potential travelers in key target markets and customer segments. The division also strives to convert 'leads' or consumer inquiries generated by the advertising program into actual Arizona visitors in an efficient customer-oriented manner and fulfills requests for travel planning assistance, provides travel planning materials, disseminates regular correspondence for 'opt-in' consumers and maintains comprehensive, informative Web sites to encourage extended visits to Arizona. In addition, the division is responsible for administering the Proposition 302 Maricopa County Grant, which is available to destination marketing organizations (DMO) within

Maricopa County. The grant program provides funding for tourism marketing activities such as advertising, public relations and travel industry marketing.

## TRAVEL INDUSTRY MARKETING

The Travel Industry Marketing division helps increase the state's share in the tourism marketplace by assisting tour operators and travel agents in developing new and/or expanding existing tour and travel programs. The division also assists Arizona destination marketing organizations and tourism suppliers in their efforts to target the travel trade. As part of AOT's effort to assist and motivate tour operators and travel agents to create and market group and individual tour packages throughout Arizona, division representatives attend trade shows, coordinate sales missions, conduct familiarization tours and fulfill collateral requests. In addition, the division provides follow-up assistance to tour operators to help facilitate the development of travel packages.

## MEDIA RELATIONS AND COMMUNICATIONS

This division conducts programs to position Arizona as a premier vacation destination by generating positive media coverage in the state's domestic and international markets. By promoting Arizona through the use of media and promotional programs, AOT is able to reach its target audience with an objective third-person message. The division works with qualified domestic and international journalists to produce compelling stories about Arizona that persuade our targeted visitors to travel to the Grand Canyon State. The division also produces public

relations materials; represents Arizona at trade shows, media missions, and events; produces AOT's annual report and Marketing Plan; and works with the Public Relations Round Table, which meets quarterly to offer opportunities for Arizona tourism professionals to share ideas, success stories and media relations tactics.

## **TOURISM EDUCATION AND DEVELOPMENT**

The division works to strengthen AOT's partnerships throughout the state in order to enhance tourism promotion and development. The division also develops and executes educational and customer service programs designed to enable tourism organizations and Native American tribes around the state to attract visitors and provide them with a quality experience. The Tourism Education and Development Division oversees the agency's grant programs, including Teamwork for Effective Arizona Marketing (TEAM) and Rural Tourism Development, and is responsible for operating the Painted Cliffs Welcome Center and other visitor service programs.





*AOT conducts an ongoing survey of visitors to [www.arizonaguide.com](http://www.arizonaguide.com). The information is used to better understand visitors' interests and information needs and to shape the overall look, feel and content of the Web site.*

## RESEARCH

### ONGOING RESEARCH STUDIES AVAILABLE IN FY 07:

- **Annual Domestic and International Visitor Profiles:** AOT prepares profiles for domestic and international visitors, including age, income, origin, travel behaviors (length of stay, spending, party composition) and where the visitors go. In-depth international profiles are produced for Japan, Germany, UK, Mexico, France, Australia and Canada. The 2006 Visitor Profiles will be available in July 2007 and all profiles are posted on [www.azot.com](http://www.azot.com).
- **Monthly Tourism Indicators:** In order to capture the pulse of the industry on a monthly basis, AOT tracks monthly tourism indicators from a variety of sources, including lodging statistics, airport enplanement/deplanement, State Park visitation, National Park visitation, tourism taxes and visitor centers. These indicators are posted on [www.azot.gov](http://www.azot.gov).
- **Tourism Industry Trends:** In order to make strategic marketing decisions, AOT analyzes visitor activities that are consistent over the course of several years. By tracking these behaviors, AOT can develop programs and campaigns that respond directly to these trends, such as “girls getaways” or wellness vacations.
- **Web Site Analysis:** AOT conducts an ongoing survey of visitors to the state's main consumer Web site – [www.arizonaguide.com](http://www.arizonaguide.com). The information is used to better understand visitors' interests and information needs and to shape the overall look, feel and content of the Web site.

### SPECIAL STUDIES THAT SUPPORT AOT'S GOALS AND INITIATIVES:

#### • Education

- **International/Overseas Research:** Because international travel is on the rise, AOT has developed plans to conduct marketing activities in France and Benelux (Belgium, Netherlands, Luxemburg). Before entering these markets, AOT will conduct research studies in each market to determine residents' awareness and perception of Arizona as a travel destination and use the results to guide marketing efforts.
- **Hispanic Market Research:** The research results garnered from a study in FY 06 will support AOT's FY 07 marketing activities.
- **Mexico Land Visitor Study:** As a follow-up of a study originally conducted in 2001, AOT will work with the University of Arizona and DMO partners to update information on Arizona's Mexican visitors who enter the state via border checkpoints. The study will provide a profile of these visitors, including origin markets, purpose of visit, length of stay, trip expenditures and economic impact. This information will augment the Mexico visitor profile, which only accounts for visitors who arrive by air.
- **Target City Analysis:** AOT analyzes a comprehensive set of factors and data to prepare an annual review of domestic travel patterns to support the agency's Target Cities selections for marketing. These factors include the number of direct airline seats from a market, the cost to purchase media in that market and the density of residents that fit within AOT's primary demographic target.

- **Demographic Market Analysis:** AOT conducts ongoing research to ensure proper positioning of Arizona as a destination to demographic targets. This research also provides valuable insight into new and developmental target markets.
- **Evaluation**
  - **Target City Pre/Post Awareness Study:** In order to quantify the effectiveness of AOT's Target Cities advertising program, a pre- and post-campaign awareness study will be conducted in the Target City of Seattle to determine the effectiveness of the advertising in reaching the target market.
  - **Workshops:** Internal evaluations of AOT's workshops ensure quality programming and delivery to constituents and helps AOT better understand its goals and improve where needed. Examples of AOT workshops include AOT on the Road: A Community Outreach Program, Grand Impressions, TEAM certification workshops and Native American Workshops (train the trainer series).
  - **Satisfaction**
    - **Constituent Survey:** An evaluation of AOT's programs and projects by community constituents to determine effectiveness in meeting constituent needs.
    - **Local Visitor Information Center (LVIC) Comment Card Project:** An evaluation of a sample of Arizona's LVICs through visitor comment cards. This survey will ensure that visitors' needs are met by the visitor centers.
  - **Advertising Effectiveness Study:** As the cornerstone of AOT's marketing activities, research is critical to determining the direction of the agency. This study evaluates the effectiveness of the agency's advertising efforts and provides a return on investment for the entire advertising campaign.

## STUDIES TO SUPPORT THE INDUSTRY

- **Hotel Visitor Study:** For the first time ever, AOT will conduct a statewide survey that will yield important information on the characteristics of lodging visitors. Although this has been done on a city level, a statewide study will give a broader picture of Arizona's lodging visitor.
- **Economic Impact Study:** This annual study will measure the economic impact of the travel industry in Arizona at a state and county level and calculate the gross state product for the industry.
- **Wage and Employment Study:** This new analysis of the travel industry in terms of employment will provide in-depth information on the wage structure in Arizona. In addition, the results will assist travel-related companies in the state in meeting the needs of and creating opportunities for the future workforce.

## STUDIES TO SUPPORT ARIZONA'S COMMUNITIES

- **Public Information Requests:** AOT fulfills community requests for information on tourism in the state.
- **Research Roundtable:** Comprised of research professionals from Arizona's DMOs, the Research Roundtable meets on a quarterly basis to discuss tourism-specific research topics. To participate in the Research Roundtable, contact Audra Beyer at [abeyer@azot.gov](mailto:abeyer@azot.gov).
- **Best Practices:** Through research conducted by Northern Arizona University, AOT will offer a new series of reports that focus on topics that are either new trends that Arizona communities would benefit from knowing about, or topics that are difficult for communities to implement. The reports will also include information on how to implement best practices at a community level. Reports will be available on [www.azot.com](http://www.azot.com).

- **Community Visitor Profiles:** These profiles are designed to fill the gap in research that exists at a community level. One community will be selected each year and a year-long research project will be conducted to measure visitation to that community. The goal is to give Arizona's communities usable information and a better understanding of who their visitor is and thus make more informed decisions regarding marketing to those visitors.

## STRATEGIC PLANNING

- **Agency Strategic Plan:** In FY 06, the agency underwent a strategic planning process to determine the agency's direction, core strategies and objectives for the next five years. The FY 07 plan will advance bold new initiatives that position tourism as a leading Arizona industry.
- **Web Site:** In FY 07, AOT will launch a new state tourism consumer Web site. The new Web site will feature state-of-the-art functionality and in-depth information about Arizona's tourism products. Research on Web usage by travelers to state Web sites was utilized to design and execute the new Web site. AOT is committed to keeping the Web site up-to-date and will continue to send Arizona communities quarterly requests for information in order to keep the site current and comprehensive.
- **Arizona.Travel:** In January 2006, a new Internet domain was launched. AOT is in the forefront of destinations embracing the new dot travel domain name. AOT currently owns and is using the Arizona.Travel domain in a specific trackable sponsorship promotion. The new domain will have a full launch in FY 08.

## ADVERTISING

### BRANDING

In FY 06, AOT joined the Greater Phoenix Convention and Visitors Bureau in a branding process to more effectively market Arizona and

reach new audiences with a consistent, accurate message about the experiences and destinations in the Grand Canyon State. In FY 07, AOT will work with statewide partners to execute the processes outlined in the branding guidelines, which will define a space for Arizona among our competitor states that truly differentiates our unique product offerings. The brand promise is "Inspiring Unforgettable Southwest Moments," which encompasses all of Arizona's vibrant, thrillingly diverse and awe-inspiring aspects. Serving as the "master" brand, AOT will utilize this information to create a stronger, unified identity for advertising, media and communications, at a statewide and regional level.

### ADVERTISING CAMPAIGN

Working from AOT's new national advertising campaign, which was launched in FY 06, AOT will continue to use the creative to realign marketing efforts to have larger, higher impact sections in print publications. In addition, the FY 07 campaign will infuse elements from AOT's branding and will encompass the overlying theme of culinary tourism. In FY 06, AOT effectively utilized new half page spread layouts, which will continue in FY 07. This innovative spread allows AOT to maximize advertising exposure and create the opportunity to provide relevant editorial copy above the advertisement. In FY 07, AOT will expand the ability to have both advertising and relevant editorial space in high-impact sections for AOT and partners around the state. AOT will also leverage advertising buys to foster additional added value opportunities not only in increased editorial presence, but opportunities to expand public relations and travel trade initiatives in key markets.

### DOMESTIC LONG-HAUL MARKETING

AOT's two primary long-haul target demographics will continue to be Empty Nesters and Affluent Boomer Families. Both targets are aged 45-64 with \$125,000-plus incomes. They travel four to six times a year

for leisure and live in suburban areas around cities. The differentiating factor is the presence/absence of children living at home. Empty Nesters, as the term implies, have no children living at home, while Affluent Boomers have one or more children still living at home.

#### TARGET CITIES

AOT will continue marketing to key Target Cities through campaigns in Chicago, Minneapolis and Seattle. Over the past five years, AOT has explored many different ways to best reach our key market segments in these geographic areas. In FY 06, AOT effectively saturated the markets with the Arizona message in the three key Target Cities using radio, out of home, online, print and television; in FY 07, AOT will use the same expanded concentration of media but add an additional Target City, New York. For more information on how to work with AOT in the Target Cities campaign, contact Casey Ambrose, Director of Advertising & Fulfillment, at (602) 364-3721 or [cambrose@azot.gov](mailto:cambrose@azot.gov).

- **Guerilla Marketing:** In FY 06, AOT effectively introduced Guerilla Marketing tactics into the Chicago and Minneapolis markets, utilizing street teams, giveaways and word-of-mouth to get the Arizona message out. In FY 07, AOT will continue to explore and incorporate these campaign efforts into the overall marketing plan for each of the Target Cities.
- **New York City:** New this year, AOT will be adding a fourth Target City in New York. AOT has been building momentum and received positive results in FY 06 with a limited campaign in this market that will be expanded in FY 07. The campaign will target New York City and the surrounding suburbs and will include radio, online and print advertising.
- **Cold-Weather Message:** Although the visual elements of the Target City campaigns remains consistent with the Arizona brand, the messaging is more focused on winter weather during the coldest months of the year in those cities (November through March).

Typically the messaging is simple with a fun, spirited tone, such as “Blaze a trail without the help of a snowplow” or “Tee times recommended, snow boots optional.”

#### DOMESTIC SHORT-HAUL MARKETING

AOT’s two primary short haul markets were first introduced in FY 06 and we will continue to build upon that success in FY 07. The targeted Gen-X Families are between the ages of 35-44, have incomes of \$75,000 plus, are in relationships and travel one to two times a year for leisure. They live in the suburbs and have one or more children. They need to develop an affinity for Arizona so they will view Arizona as a great place to vacation again and again. The Extreme Gen-X market is between 25 and 34, and they have incomes of \$50,000 plus. They travel one to two times a year for leisure and live close to or in Arizona. This targeted traveler has no children and must be educated that this convenient destination is an exciting and rewarding choice. Last year, the Gen X market (some 60 million Americans between the ages of 25 and 40) spent an estimated \$2,140 per capita on overall travel including a hotel stay, versus baby boomers’ spending of \$2,016. Also, vacation spending by Gen Xers has increased 66 percent per trip in the past five years compared to 25 percent among baby boomers. (Source: D.K. Shifflet & Associates) This is a growing market in the travel industry. Of course, the interests and appeals differ quite a bit from their older generations. These younger travelers want technology, convenience and adventure. Taking into account that the Gen X audience typically has shorter planning windows and takes shorter, although more frequent trips in regional markets, AOT focuses on this group to a greater extent as a short haul market based on travel patterns.

#### INSTATE AND REGIONAL MARKETING

Arizona residents and regional visitors continue to be the state’s number one source of visitation, therefore, AOT includes instate and regional advertising in its overall marketing plan. The goal of all

AOT campaigns remains the same: to encourage overnight visitation. Instate and regional messaging is used to inspire residents in the major metropolitan areas to get out and explore Arizona, bringing lesser known places and/or experiences to their attention. For the Arizona resident the goal is to drive urban dwellers to those more rural experiences. This target is generally a cynical audience, believing they know the state, yet perceptual studies have shown that they are surprised to find out how much diversity there is in terms of the activities that are just a drive away.

- In FY 07, AOT will redesign the instate campaign to incorporate all five marketing regions of Arizona (Phoenix and Central, Northern, Southern, West Coast and North Central), taking into account high and shoulder seasons, highlighting destination drivers or accelerants and demonstrating the impact of these advertising efforts to each region. AOT will facilitate all program aspects internally and will work with each community to gather input for the messaging. In addition, AOT will work with *Arizona Highways* to produce a fulfillment piece for each region and will include those pieces in fulfillment packets at no cost to the regions based on requests received through the campaign efforts of the Instate/Regional Marketing Program. AOT will also develop a Web page with a call to action that will include a brief overview of each respective region, suggested itineraries, a request form for collateral material and provide links to each community in that region for more information. For more information, or to find out how to work with AOT on this campaign, please contact Amy Mercier, Advertising Manager, at (602) 364-3699 or [amercier@azot.gov](mailto:amercier@azot.gov).
- AOT's FY 07 regional efforts will be honed to focus on the Southern California region, also targeting Denver-metro and Albuquerque/Santa Fe. AOT will again target both the boomer segments in more traditional mediums as well as the Gen X audience in these markets and use nontraditional media including bus wraps, dry cleaning bags, coffee wraps, mall and train stations advertising and theaters.

- In October 2006, AOT will be part of a cooperative marketing opportunity with Cities West Publishing to produce a 13th issue of *Phoenix Magazine* that will be an Instate Travel Guide. This special edition will be co-branded by AOT and will mirror AOT's regional divisions, highlight relevant content and the Web-based call to action will be to order an Official State Visitors Guide and the new regional fulfillment pieces produced by *Arizona Highways*.

#### INTERNATIONAL MARKETING

The Arizona Office of Tourism will have an increased presence in key international markets in FY 07. Of the five key international markets, AOT has felt it advantageous to support both trade and public relations efforts in Canada, Mexico and the UK. Currently, there are no plans for consumer advertising in Germany and Japan, but AOT does fulfill our standard travel packet and international fulfillment pieces to each market.

- **Canada:** AOT has had travel industry marketing and public relations representation in Canada since 1995. To build upon the efforts to drive industry demand for Arizona product and the destination, AOT has continued to expand our consumer advertising presence since 2002. Canadians' awareness of and interest in Arizona as a travel destination has increased dramatically during that time. This rising demand caused a drastic improvement in the air service between Canada and Arizona, with U.S. Airways, Air Canada and WestJet now offering daily nonstop flights between Arizona and key Canadian hubs, including Toronto, Calgary, Vancouver and Edmonton. In 2004, Arizona received more than 356,000 visitors from Canada, marking a 19 percent increase over the previous year. These visitors stayed an average of 19 nights in Arizona and spent more than \$285 million in the state. The combination of a strengthening Canadian dollar and increased direct air service has prompted AOT to increase efforts in Canada in FY 07, with a more robust trade and media relations program. AOT will also largely expand the consumer marketing presence in the Canadian market.

Building upon efforts in FY 06 in Toronto, Edmonton, Vancouver and Calgary, AOT will expand the print and online advertising campaign in Winnipeg, Ottawa and Montreal.

- **Mexico:** AOT has had travel industry marketing and public relations representation in Mexico since 1995. To build upon the efforts to drive industry demand for Arizona as a destination, AOT began a consumer marketing effort in Northern Mexico in 2004. The Mexican traveler often has an affinity for Arizona because of their proximity to the state and the fact that they often have friends and relatives living in Arizona. This market is motivated by the lure of visiting friends and relatives, access to diverse shopping experiences and high-end resort, golf and spa products. While these interests are primarily focused on southern Arizona, recent marketing efforts have aimed at increasing the Mexican traveler's knowledge of northern Arizona. In 2004, Arizona received 42,000 visitors from Mexico via air only. This does not include visitors that enter Arizona by automobile. These visitors stayed an average of 7.5 nights and had a direct economic impact of \$42 million. AOT will be conducting an extensive research study on these visitors in FY07 in order to obtain a more accurate picture of the Mexican visitor's impact on Arizona tourism. In FY 07, AOT will continue our expanded Northern Mexico campaign concentrating on the states of Sonora, Sinaloa and Chihuahua.
- **United Kingdom:** AOT has had travel industry marketing and public relations representation in the United Kingdom since 1995. The United Kingdom is Arizona's number one overseas market, as it has an affinity for Arizona's wide open spaces and natural attractions. The strength of visitation from the UK has kept a nonstop British Airways flight between London and Phoenix operating for more than 10 years. In 2004, Arizona received 116,000 visitors from the United Kingdom. These visitors stayed an average of 3.5 nights in Arizona and spent more than \$41 million in the state. In FY 07 AOT will again work with

British Airways to execute a cooperative consumer marketing campaign encouraging visitation to Arizona with a direct mail component, in-store promotion through the British Airways Travel Shops along with a heavy online presence and a Web site encouraging visitation and booking capabilities to Arizona.

#### SPONSORSHIPS AND PROMOTIONS

As a tool to help increase brand awareness, AOT is involved in various sponsorship and promotional initiatives that position the state as a premier travel destination, bring high value visitors to the state, and encourage them to extend their stays beyond the event and travel throughout Arizona. Below is a sampling of some programs that AOT will be a part of in FY 07:

- P. F. Chang's Rock N' Roll Arizona Marathon and Half Marathon
- Samsonite in-store promotion
- Tucson Open
- Arizona Diamondbacks
- Tostitos Fiesta Bowl
- Super Bowl 2008
- Arizona Travel 200 NASCAR Busch series race
- Arizona Highways Television

All sponsorship proposals are evaluated by the Arizona Office of Tourism by a list of guidelines and criteria to ensure maximum return on investment for the state.

#### FULFILLMENT

Fulfillment is the tool that supplies consumers with information to inspire them to visit Arizona. It also enables AOT to track responses so that the agency can capture, analyze and interpret data to gain a better knowledge about how to influence travel decisions. Part of that includes collecting the interests of Arizona visitors and information on



their planned activities. Data capture is integral to the success of AOT's advertising initiatives and relationship marketing projects. The data is used to build the foundation for cooperative marketing programs. By analyzing and recording consumer information including demographic and psychographic data, the agency has the benefit of an available stream of valid information that it uses to make decisions about advertising, media relations, products and trade. Consumer requests for travel information are fulfilled with the Arizona Travel Packet, which includes an *Official State Visitor's Guide*, a 144-page glossy publication, and an Official State Visitor's Map.

- **Distribute Marketing Material in AOT Travel Packets:**  
Opportunities for DMOs are available to insert marketing or promotional materials in the AOT travel packets that are sent to fulfill information requests. For information on how to participate in this program, to request a rate sheet or for any questions, contact Lori Rogers, Fulfillment Manager, at (602) 364-3712 or [lrogers@azot.gov](mailto:lrogers@azot.gov).

#### MEDIA PUBLICATIONS

With a circulation of 625,000 annually, the *Arizona Official State Visitor's Guide* (OSVG) is the official fulfillment publication for the Arizona Office of Tourism. The Official State Visitor's Map is the accompanying piece to the Visitor's Guide. The *OSVG* is the only magazine included in AOT's standard travel packet that is given to all consumers by request both domestically and in our targeted international markets. It is the largest and most complete visitor publication in the state, and features detailed information and beautiful photography of all areas of Arizona. In FY 07, AOT will be rewriting the existing text for the Guide, and will solicit communities in Arizona for fact-checking and information updates. The new text will include a more intuitive organization that will follow the layout of AOT's new consumer Web site.

In addition, the new Guide will have an underlying theme of culinary tourism. Communities interested in advertising in the Official State Visitor's Guide may contact Lori Rogers, Fulfillment Manager, at (602) 364-3712 or [lrogers@azot.gov](mailto:lrogers@azot.gov).

#### DATA ANALYSIS AND TRACKING INQUIRIES

Capturing and analyzing data is integral to the success of AOT's advertising initiatives and relationship marketing projects. Currently, AOT has a seamless process for data transfer and analysis from various inquiry sources (Web, call center and data entry) that enables the agency to capitalize on every inquiry. AOT is moving toward a total Customer Relationship Management (CRM) system that will incorporate 'real time' analysis. Within the next year, AOT will be able to instantaneously view information such as personal preferences, economic history and travel patterns of potential visitors. Using 'real time' tracking, AOT will be able to identify and service customers precisely, look at the multiple communications for each person (such as number of times they are contacted in a year through fulfillment or e-newsletters), what their preferences are and how to best meet their needs to keep Arizona top of mind as a travel destination. AOT will be able to recommend and provide information on Arizona travel products and experiences that are most likely to have the greatest appeal to consumers on an individual basis.





*Based on the success of past IMAX Road Show campaigns in the UK and Chicago, AOT is taking the same formula and implementing it in Canada.*

## TRADE SHOWS AND SALES MISSIONS

AOT's Travel Industry Marketing and Media Relations Divisions organize and/or attend several domestic and international trade shows, sales and media missions on an annual basis. AOT's participation in these events is designed to educate travel and media professionals on Arizona and increase the state's presence in tour operator programs and media publications and broadcasts. A majority of these opportunities are also open to our tourism industry partners from around the state. At the conclusion of most trade shows and sales missions, a lead report will be available.

### TRAVEL MEDIA SHOWCASE

**date:** August 22-25, 2006

**location:** Fayetteville, North Carolina

**participants:** Participation is open to anyone in the tourism industry. Visit [www.travelmediashowcase.com](http://www.travelmediashowcase.com) for additional information and to register.

**cost:** TBA

**audience:** U.S. and Canada based travel writers and editors

**program summary:** Travel Media Showcase offers the opportunity for top travel journalists and travel industry professionals to meet one-on-one, at a single location, for the purpose of exchanging information and developing personal contacts. Travel Media Showcase was held

in Tucson in 2004 and because of the format of the event, AOT opted to participate again. The show is based around prescheduled appointments, which means that participants are guaranteed to meet with most of the media that they want to pitch.

**AOT contact:** Heather Koncilja, [hkoncilja@azot.gov](mailto:hkoncilja@azot.gov) or (602)364-3698

### GRAND CANYON IMAX ROAD SHOW — CANADA

**date:** September 18-29, 2006

**location:** Eastern and Western Canada

**participants:** Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers. Participation will be limited and may be determined by a lottery.

**cost:** TBD — About \$2,000/week, plus travel expenses

**audience:** Canadian travel and travel trade media, tour operators, travel agents and consumers

**program summary:** Based on the success of past IMAX Road Show campaigns in the UK and Chicago, AOT is taking the same formula and implementing it in Canada. The campaign consists of bringing the "Grand Canyon: The Hidden Secrets" IMAX film to select cities in Canada. The film will show multiple times throughout the day with morning viewings focusing on schoolchildren and evening viewings reserved for consumers and VIPs. The movie is shown free of charge

and everyone in attendance receives a gift bag with collateral material from the partners. The movie is typically screened on Tuesday and Thursday, leaving other weekdays open to conduct media and trade appointments in those markets. The cities are still being determined, but one week will focus on Western Canada (Vancouver, Calgary and/or Edmonton) and the other week will focus on Eastern Canada (Toronto, Montreal and/or Ottawa). Each week is priced separately.

**AOT Contact:** Jacki Mieler, [jmieler@azot.gov](mailto:jmieler@azot.gov) or (602)364-3697 or Jennifer Sutcliffe, [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or (602)364-3693.

#### LA CUMBRE

**date:** September 6-8, 2006

**location:** Las Vegas, NV

Participants: Participation is open to anyone in the tourism industry. Visit [www.lacumbre.com](http://www.lacumbre.com) for additional information and to register.

**cost:** \$2,450 for a 10' x 10' booth plus registration for one delegate  
Audience: Latin American travel trade and media representatives  
Program Summary: La Cumbre is the premier travel industry conference for the sales and marketing of travel to the United States from Latin America and the Caribbean. The event features a structured, computer-matched marketplace enabling buyers and suppliers to meet during scheduled appointments. However, few appointments are confirmed in advance and exhibitors generally attempt to schedule additional appointments on-site. Approximately 500 travel trade and 120 press members from throughout Latin America attend this event. Barbara Jackson, AOT's Mexico representative will attend this event. Brochure distribution will be available through the Arizona Office of Tourism at a cost of \$200, plus shipping.

**AOT contact:** Mary Rittmann, [mrtrittmann@azot.gov](mailto:mrtrittmann@azot.gov) or (602)364-3730

#### SEE AMERICA WEEK INCLUDING SEE AMERICA WORKSHOP, JAPAN ASSOCIATION OF TRAVEL AGENTS (JATA) WORLD TRAVEL FAIR AND MEDIA MARKETPLACE

**date:** September 19-25, 2006

**location:** Osaka and Tokyo, Japan

Participants: Participation is open to anyone in the tourism industry. Visit [www.jata-net.or.jp/english](http://www.jata-net.or.jp/english) or [www.tia.org](http://www.tia.org) for additional information and to register.

**cost:** Varies

**Audience:** Japanese travel trade, media representatives and consumers

**Program Summary:** See America Week kicks off with a See America Workshop in Osaka that specifically targets local tour operators and travel agents. In 2005 more than 100 travel agents and tour operators met with 28 U.S. suppliers. Immediately following the Workshop, participants travel to Tokyo for JATA World Travel Fair, the largest trade and consumer travel show in Japan. This event invites overseas and domestic travel industry and related professionals from travel agencies, tour operators, government tourist offices, public sector organizations, airlines, educational institutions, travel trade/consumer media organizations to exhibit their destinations and products. In 2005, 67,297 general public visitors and 36,907 travel trade and press attended this event. Following JATA World Travel Fair, Travel Industry Association of Arizona hosts a media marketplace for Japanese travel and travel trade media. Sixty-three writers attended last year.

**AOT contact:** Mary Rittmann, [mrtrittmann@azot.gov](mailto:mrtrittmann@azot.gov) or (602)364-3730 or Jacki Mieler, [jmieler@azot.gov](mailto:jmieler@azot.gov) or (602)364-3697

## TRAVEL TRADE WORKSHOP

**dates:** TBD - October 2006

**location:** Montreux, Switzerland

**Participants:** Participation is open to anyone in the tourism industry.

**cost:** N/A

**audience:** Swiss tour operators and travel agents

**Program Summary:** Travel Trade Workshop (TTW) is Switzerland's leading travel trade show. In attendance are approximately 4,000 Swiss travel agents, all leading Swiss tour operators and international airlines. AOT partners with the Visit USA Committee Switzerland on the booth. This is not an appointment show, but meetings are arranged with all leading Swiss tour operators. Albert Jennings, the Germany representative, will attend on behalf of AOT. Brochure distribution will be available through the Arizona Office of Tourism at a cost of \$200, plus shipping.

**AOT contact:** Hylton Fothergill, hfothergill@azot.gov or (602)364-3706

## NEW YORK MEDIA MARKETPLACE

**date:** October 5, 2006

**location:** TBD venue in the New York City area

**cost to participate:** \$800 plus travel expenses for up to two delegates. AOT will attempt to secure a discounted hotel rate to share with the partners.

**participants:** Participation is open to Arizona CVBs, Chambers, DMOs and members. Participation will be limited to 15 partners and is first come, first served.

**audience:** New York and national travel, trade, lifestyle and culinary media — print, broadcast and online.

**program summary:** AOT organizes a media marketplace event on an annual basis, rotating between Los Angeles and New York each year. AOT will secure a contractor in New York City to organize the event on behalf of Arizona. All event details are reflected in the participation cost, including venue, food & beverage, invitations and coordination fees. AOT is expecting about 15 representatives from Arizona to participate and 65-85 targeted media to attend the event, which will be a combination marketplace exhibit and reception. All partners will receive a full media contact list at the conclusion of the event.

**AOT contact:** Heather Koncilja, hkoncilja@azot.gov or (602)364-3698

## ARIZONA SHOWCASE

**date:** October 4-5, 2006

**location:** Hermosillo, Sonora - Mexico

**Participants:** Participation is open to Arizona CVBs, Chambers, DMOs hotels and suppliers.

**cost:** The cost to participate varies from \$800-\$2,000 depending on the type of supplier and level of participation, plus travel expenses.

**Audience:** Sonoran travel agents, media and consumers

**program summary:** This annual event promotes fall and holiday shopping, attractions and accommodations throughout Arizona to both residents and travel agents of Hermosillo and Ciudad Obregón. The travel agent and media event consists of a tradeshow, reception with a mini-fashion show and a destination presentation. The consumer event consists of a tradeshow with supplier exhibits, a fashion show highlighting important society members as the models and dinner. Proceeds of the consumer event benefit a local charity which also generates media interest. In 2005 attendance reached a maximum level of 850 people.

**AOT contact:** Mary Rittmann, mrittmann@azot.gov or (602)364-3730

## SOCIETY OF AMERICAN TRAVEL WRITERS ANNUAL CONFERENCE

**date:** October 18-23, 2006

**location:** Santiago, Chile

**participants:** This conference is only open to members of SATW.

**cost:** \$870 - \$1,240

**audience:** U.S. and Canada-based travel writers and editors that are SATW members

**program summary:** The Society of American Travel Writers (SATW) is the premier organization for U.S. and Canadian travel writers. The Annual Conference offers opportunities to interact with the active members of SATW during the media marketplace and conference activities.

**AOT contact:** Jacki Mieler, [jmieler@azot.gov](mailto:jmieler@azot.gov) or (602)364-3697

## ARIZONA'S NATIVE LANDS PRESS TRIP

**date:** October 30 – November 4, 2006

**locations:** Navajo, Hopi, Apache, Fort McDowell Yavapai and Gila River Indian Reservations

**audience:** Domestic and international travel writers

**program summary:** As part of AOT's Press Trip program, this is one of four trips planned for FY 07. The Native Lands press trip will include cultural, heritage and scenic highlights from the Navajo, Hopi, Apache, Fort McDowell Yavapai and Gila River Indian Reservations.

**AOT contact:** Heather Koncilja, [hkoncilja@azot.gov](mailto:hkoncilja@azot.gov) or (602)364-3698

## SOUTHWEST USA PROMOTIONS

**date:** November 2006 - March 2007

**location:** Throughout Germany

**participants:** Arizona, Colorado, New Mexico and Utah

**cost:** N/A

**audience:** German consumers

**Program Summary:** Albert Jennings and Get It Across Marketing will attend six to seven German consumer shows on behalf of Arizona, Colorado, Utah and New Mexico. These shows attract between 24,500 and 200,000 people depending on the city. A sweepstakes drawing is held for flights, rental cars and overnight packages in the Southwest region. Follow-up mailings are executed by selected German tour operators for each city. Cities to be included are still to be determined but may include Cologne, Mannheim, Stuttgart, Hamburg, Munich, Essen and Luxemburg.

## NORTH AMERICAN TOUR OPERATOR ASSOCIATION (NTA) MARKETPLACE

**date:** November 3-7, 2006

**location:** Salt Lake City, Utah

**participants:** Participation is limited to NTA members. Visit [www.ntaonline.com](http://www.ntaonline.com) for additional information and to register.

**cost:** \$1,095

**audience:** North American tour operators

**program summary:** This annual conference is the largest domestic North American Tour Operator show in the U.S. The event provides buyers and sellers with the opportunity to meet one-on-one during pre-scheduled, seven-minute appointments. Also featured are educational seminars and networking functions.

**AOT contact:** Jennifer Sutcliffe, [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov), or (602)364-3693



*The OMCA Marketplace is Canada's largest tour operator show (always held in Toronto) attracting DMOs and suppliers from the U.S. and other countries.*

#### WORLD TRAVEL MARKET

**date:** November 6-9, 2006

**location:** London, United Kingdom

**participants:** Participation is open to CVBs, Chambers, DMOs, hotels and suppliers.

**cost:** \$2,000 for the first delegate and \$500 for a second delegate from the same organization, plus travel expenses. In addition, the PR delegation hosts an evening media function that typically costs about \$450/partner.

**audience:** UK travel and trade media

**program summary:** Open exclusively to the trade and media, World Travel Market (WTM) is one of the international travel industry's premier business-to-business forums with more than 5,000 leading suppliers and 44,000 industry professionals from more than 190 countries present. At WTM in 2005, AOT met with about 50 travel journalists and 40 tour operators at the Arizona booth and at an Arizona media reception. AOT's agency in the UK facilitates media and trade appointments and organizes the evening media function.

**AOT contact:** Jacki Mieler, [jmieler@azot.gov](mailto:jmieler@azot.gov) or (602)364-3697 or Hylton Fothergill, [hfothergill@azot.gov](mailto:hfothergill@azot.gov) or (602)364-3706

#### ONTARIO MOTORCOACH ASSOCIATION (OMCA) MARKETPLACE & CONFERENCE

**date:** November 12-15, 2006

**location:** Sheraton Center Hotel, Toronto, Ontario - Canada

**participants:** Participation is limited to OMCA members.

Visit [www.omca.com](http://www.omca.com) for additional information and to register.

**cost:** CDN \$795, plus travel expenses

**audience:** Canadian tour operators

**program summary:** This annual conference is Canada's largest tour operator show (always held in Toronto) attracting DMOs and suppliers from the U.S. and other countries. The event provides buyers and sellers with the opportunity to meet one-on-one during prescheduled, seven-minute appointments. Also featured are educational seminars and networking functions.

**AOT contact:** Jennifer Sutcliffe, [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or (602)364-3693

#### TRAVEL CLASSICS WEST

**date:** November 16-19, 2006

**location:** Four Seasons Resort Scottsdale at Troon North – Scottsdale, AZ

**participants:** Participation is open to any Arizona tourism supplier.

**cost:** Costs vary depending on level of participation.

Visit [www.travelclassics.com](http://www.travelclassics.com) for more information.

**audience:** U.S. and Canada based freelance travel writers and editors.

**program summary:** Held for the second time in Arizona last year, Travel Classics West is returning to Scottsdale for the third consecutive year. Travel Classics is a premier travel writer conference that allows freelance travel writers the opportunity to meet with the industry's top editors. There is a low writer / editor ratio and pre-scheduled appointments, which gives the writers ample opportunities to have one-on-one time with the editors. This conference attracts top-notch editors from publications such as *Sunset Magazine*, *National Geographic Adventure*, *Westways*, *Golf for Women*, *Bon Appetit* and more. AOT is the Platinum Sponsor of the conference and works with the writers to organize pre and post conference FAM trips. In 2005, more than half of the participants participated in FAM trips.

**AOT contact:** Jacki Mieler, [jmieler@azot.gov](mailto:jmieler@azot.gov) or (602)364-3697  
Sponsorship Contact: Maren Rudolph, Travel Classics – [maren@travelclassics.com](mailto:maren@travelclassics.com) or 914-591-4503

#### UNITED STATES TOUR OPERATOR ASSOCIATION (USTOA)

**date:** December 9-11, 2006

**location:** The Westin Kierland Resort - Scottsdale, AZ

**participants:** Participation is limited to USTOA members. Visit [www.ustoa.com](http://www.ustoa.com) for more information and to register.

**cost:** \$650

**audience:** US tour operators

**program summary:** The United States Tour Operators Association (USTOA) is a professional association representing the tour operator industry. It is composed of companies whose tours and packages encompass the entire globe and who conduct business in the U.S. Accordingly, the association members must meet strict minimum

guidelines. USTOA holds a conference for travel suppliers and travel buyers to come together for educational seminars, pre-scheduled business appointments and special networking events in a three-day industry event.

**AOT contact:** Jennifer Sutcliffe, [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or (602)364-3693

#### MAIN DRAG & OFF THE BEATEN PATH PRESS TRIP

**date:** January 22-27, 2007

**locations:** Bullhead City, Kingman, Grand Canyon West, Oatman, Lake Mead, Lake Mohave, Lake Havasu City

**audience:** Domestic and international travel writers

**program summary:** As part of AOT's Press Trip program, this is one of four trips planned for FY 07. This trip will focus on the recreational activities available along Arizona's West Coast and onto the western part of Route 66.

**AOT contact:** Heather Koncilja, [hkoncilja@azot.gov](mailto:hkoncilja@azot.gov) or (602)364-3698

#### ARIZONA NIGHT AT THE AIR CANADA CENTRE

**date:** TBD – January or February 2007

**location:** Toronto, Ontario

**participants:** CVBs/Chambers/DMOs

**cost:** TBD – Costs will vary depending on level of consumer promotions

**audience:** Canadian travel and trade media, tour operators, travel agents and consumers

**program summary:** AOT has had trade and media relations representation in Canada since 1995, and has worked diligently to increase awareness of and visitation to Arizona from this valuable market. The travel trade and travel writers have been extremely receptive to these efforts, thereby making Canada one of Arizona's top international markets.



As a “thank you” to the industry, AOT and its partners hosted an “Arizona Night” at a Toronto Maple Leafs game in 2006, inviting them to learn more about Arizona and giving them a ticket to the hottest game in town. The event was a resounding success and it was decided to continue and build upon it for 2007. The goal is to involve a consumer element in the program, thereby reaching a broader audience.

**AOT contact:** Jacki Mieler, [jmieler@azot.gov](mailto:jmieler@azot.gov) or (602)364-3697 or Jennifer Sutcliffe, [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or (602)364-3693

#### NAJ SUMMIT

**date:** TBD - January 2007

**location:** Los Angeles, California

**participants:** Participation is open to anyone in the tourism industry. Visit [www.thetouropoperator.com/najsummit/about.htm](http://www.thetouropoperator.com/najsummit/about.htm) for more information and to register.

**cost:** Approximately \$1,100

**audience:** Receptive Operators

**program summary:** The NAJ Summit, produced in cooperation with the Receptive Services Association (RSA), is a two-day West Coast tour operator/receptive event. This event is an efficient sales, education and networking opportunity for DMOs suppliers wishing to promote to West Coast (California and Las Vegas based) operators and receptives. The Summit highlights pre-scheduled appointments offering participants the opportunity to meet with 25-30 receptive travel companies in one setting.

**AOT contact:** Hylton Fothergill, [hfothergill@azot.gov](mailto:hfothergill@azot.gov), (602)364-3706

#### AMERICAN BUS ASSOCIATION (ABA) MARKETPLACE

**date:** January 28 –February 1, 2007

**location:** Grapevine, Texas

**participants:** Participation is limited to ABA members. Visit [www.buses.org](http://www.buses.org) for more information and to register.

**cost:** \$1,080

**audience:** North American tour operators

**program summary:** This annual conference is a major domestic, North American tour operator trade show in the U.S. and rotates locations each year. The event provides buyers and sellers with the opportunity to meet one-on-one during pre-scheduled, seven-minute appointments. Educational seminars and networking functions are also featured. The operators who attend this show tend to be smaller motor coach companies who offer more pre-scheduled, custom tours.

**AOT contact:** Jennifer Sutcliffe, [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or (602)364-3693

#### TRAVEL MEDIA ASSOCIATION OF CANADA (TMAC) MEDIA MARKETPLACE

**date:** TBD – February 2007

**location:** London, Ontario

**participants:** Participation is limited to TMAC members. Chris Ryall, AOT's Canadian PR representative, is a member of the organization.

**audience:** Canadian travel and trade media

**program summary:** The Travel Media Association of Canada always organizes a media marketplace event at their annual conference. The format of the marketplace allows for pre-scheduled one-on-one appointments with the travel writers, based on their preference of destinations to meet with. AOT's Director of Media Relations





*The TIA SeeAmerica Media Marketplace in Mexico attracts more than 50 writers from Mexico's top trade and consumer publications.*

and Canadian public relations representative will attend the media marketplace on behalf of Arizona.

**AOT contact:** Jacki Mieler, [jmieler@azot.gov](mailto:jmieler@azot.gov) or (602)364-3697

#### TIA SEE AMERICA MEDIA MARKETPLACE — MEXICO CITY

**date:** TBD — February 2007

**location:** Mexico City, Mexico

**participants:** Participation is open to Arizona CVBs, Chambers and DMOs.

**cost:** Media Marketplace — About \$600, Arizona Breakfast - \$200

**audience:** Mexican travel and trade media

**program summary:** The TIA SeeAmerica Media Marketplace in Mexico is held in conjunction with the Expo Vacaciones trade show (see below). The media marketplace attracts more than 50 writers from Mexico's top trade and consumer publications. In order to have a stronger Arizona presence and take advantage of already being in Mexico, the Arizona delegation hosts a media breakfast to share the Arizona message.

**AOT contact:** Jacki Mieler, [jmieler@azot.gov](mailto:jmieler@azot.gov) or (602)364-3697

#### EXPO VACACIONES

**date:** February 2007

**location:** Mexico City, Mexico

**participants:** Participation is open to anyone in the tourism industry.

**cost:** Approximately \$1,900

**audience:** Mexican tour operators, travel agents and trade and travel media

**program summary:** Organized by the Visit USA Committee in Mexico, Expo Vacaciones is one of the largest tourism trade shows in Mexico. Exhibitors include U.S. destinations, hotels, airlines, and tourism service companies and their local representatives. Expo Vacaciones provides one-on-one appointments with leading Mexican wholesalers and tour operators and an optional See America Media Day which is co-sponsored by the Travel Industry Association of America (see above).

**AOT contact:** Mary Rittmann, [mrtrittmann@azot.gov](mailto:mrtrittmann@azot.gov) or (602)364-3730

#### VANCOUVER GOLF & TRAVEL SHOW

**date:** February 2007

**location:** Vancouver, British Columbia, Canada

**participants:** Participation is open to anyone in the tourism industry. Visit [www.vancouvergolfshow.com](http://www.vancouvergolfshow.com) for more information.

**cost:** CDN \$1,395 per 10' x 10' booth

**audience:** Canadian consumers

**program summary:** This annual golf marketplace provides consumers with the opportunity to test the latest equipment, obtain free instruction, research golf resort vacations and purchase products at special show prices. Exhibits will have many opportunities to showcase, demonstrate and sell directly to more than 22,000 golf enthusiasts who attend this event. Brochure distribution will be available through the Arizona Office of Tourism at a cost of \$200 plus shipping.

**AOT contact:** Jennifer Sutcliffe, jsutcliffe@azot.gov or (602)364-3693

#### GO WEST SUMMIT

**date:** February 12-15, 2007

**location:** Portland, Oregon

**participants:** Participation is open to anyone in the tourism industry. Visit [www.gowestsummit.com](http://www.gowestsummit.com) for more information and to register.

**cost:** \$1,245

**audience:** International tour operators and wholesalers, and U.S.-based receptive operators

**program summary:** Attended by European, Latin-American, and Asian operators as well as U.S. receptive operators, this show offers a marketplace with pre-scheduled, 15-minute appointments. Go West Summit is sponsored by most Western states and the venues rotate annually between these states. Seminars and networking events are also featured.

**AOT contact:** Hylton Fothergill, hfothergill@azot.gov or (602)364-3706

#### SEE AMERICA MEDIA MARKETPLACE - UK

**date:** TBD – March 2007

**location:** London, England

**participants:** All tourism suppliers – visit [www.tia.org](http://www.tia.org) for more information

**cost:** TBD – usually around \$750

**audience:** UK travel and trade press

**program summary:** AOT's UK public relations representative attends the media marketplace in London on behalf of the State.

**AOT contact:** Jacki Mieler, jmieler@azot.gov or (602)364-3697

#### RIDING ARIZONA'S RAILS & TRAILS PRESS TRIP

**date:** March 26-31, 2007

**locations:** Cottonwood, Grand Canyon, Wickenburg, Sedona, Strawberry, Scottsdale

**audience:** Domestic and international travel writers

**program summary:** As part of AOT's Press Trip program, this is one of four trips planned for FY 07. This trip will focus on railway and off-road adventures in Arizona, such as the Verde Canyon Railroad, Grand Canyon Railway, horseback riding at a dude ranch, desert Jeep tours, and more.

**AOT contact:** Heather Koncilja, hkoncilja@azot.gov or (602)364-3698

#### TORONTO GOLF & TRAVEL SHOW

**date:** TBD - March 2007

**location:** Toronto, Ontario, Canada

**participants:** Participation is open to anyone in the tourism industry. Visit [www.golfshow.701.com](http://www.golfshow.701.com) for more information.

**cost:** CDN \$1,795 for a 10' x 10' booth

**audience:** Canadian consumers

**program summary:** This is North America's largest consumer golf show. Now in its 17th year, the Toronto Star Golf & Travel Show attracts up to 35,000 golf enthusiasts including consumers and some tour operators. Brochure distribution will be available through the Arizona Office of Tourism at a cost of \$200, plus shipping.

**AOT contact:** Jennifer Sutcliffe, jsutcliffe@azot.gov or (602)364-3693

#### INTERNATIONALE TOURISMUS BOERSE (ITB)

**date:** March 7-11, 2007

**location:** Berlin, Germany

**participants:** Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

**cost:** \$2,000 for first delegate and \$500 for second delegate from the same organization, plus travel expenses. In addition, the PR delegation hosts an evening media function that typically costs about \$450 per partner.

**audience:** German speaking travel and trade media

**program summary:** The ITB is known throughout the world as the leading trade fair for the global tourism industry. This makes ITB Berlin the main forum for communication and marketing for the worldwide tourism sector. It is an ideal opportunity for exhibitors to get their messages out to both trade visitors and the general public. ITB is the world's largest travel industry trade show with more than 7,000 exhibitors from 188 countries competing for travel business from this important European market. At ITB in 2006, AOT met with approximately 40 tour operators and 45 travel journalists at the Arizona booth and at an Arizona media reception.

**AOT contact:** Jacki Mieler, jmieler@azot.gov or (602)364-3697 or Hylton Fothergill, hfothergill@azot.gov or (602) 364-3706

#### FRENCH MEDIA AND TRADE SALES MISSION

**date:** Post-ITB

**location:** Paris, France

**participants:** Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

**cost:** TBD

**audience:** French travel media and travel trade professionals

**program summary:** AOT began working in the French market in FY 06 by hosting a media and trade event in conjunction with other Arizona tourism suppliers. Based on the increasing importance of the French market, AOT is expanding its efforts for FY 07. The media and trade event will be repeated and complemented with media and trade appointments in Paris.

**AOT contact:** Jacki Mieler, jmieler@azot.gov or (602)364-3697 or Hylton Fothergill, hfothergill@azot.gov or (602) 364-3706

#### NTA SPRING MEET

**date:** April 26-28, 2007

**location:** Kelowna, British Columbia

**participants:** Participation is limited to event sponsors (who must be NTA members).

**cost:** Varies

**audience:** North American tour operators



*Pow Wow is the premier international trade show in the US attracting nearly 1,500 international tour operators and more than 250 travel journalists from more than 40 countries each year.*

**program summary:** NTA Spring Meet is primarily designed for tour operators to attend seminars, networking events and familiarization tours without a marketplace for suppliers or destination marketing companies.

**AOT contact:** Jennifer Sutcliffe, jsutcliffe@azot.gov or (602)364-3693

#### TIA'S INTERNATIONAL POW WOW

**date:** April 21-25, 2007

**location:** Anaheim, California

**participants:** All tourism suppliers

**cost:** Visit [www.tia.org](http://www.tia.org) for booth information.

**audience:** International tourism buyers and media

**program summary:** Pow Wow, organized by the Travel Industry Association of America (TIA), is the premier international trade show in the US attracting nearly 1,500 international tour operators and more than 250 travel journalists from more than 40 countries each year. AOT attends with staff and international representatives conducting 20-minute, pre-scheduled appointments over the course of three days. In addition to meeting with media at the Arizona booth, AOT also has the opportunity to meet with journalists at the Media Marketplace, which is typically held on the first day of the show.

**AOT contact:** Jacki Mieler, jmieler@azot.gov or (602)364-3697 or Hylton Fothergill, hfothergill@azot.gov or (602)364-3706

#### ARLAG

**date:** May 2007

**location:** Guadalajara, Jalisco, Mexico

**participants:** Participation is open to anyone in the tourism industry.

**cost:** \$500 per booth

**audience:** Mexican travel agents primarily from Guadalajara and the State of Jalisco

**program summary:** This yearly trade show, which takes place in the city of Guadalajara, is put together by the Airline Representatives Association of that city. This trade show is interesting because it not only attracts travel agents from Guadalajara and neighboring cities, but also travel agents from throughout the Mexican Republic. Brochure distribution will be available through the Arizona Office of Tourism at a cost of \$200, plus shipping.

**AOT contact:** Mary Rittmann, mrittman@azot.gov or (602)364-3730

#### GUADALAJARA & MONTERREY MEDIA & TRADE EVENTS

**date:** May 2007

**location:** Guadalajara, Mexico

**participants:** ARLAG is open to all tourism suppliers

**cost:** TBD

**audience:** Guadalajara area media and travel trade professionals  
 Program Summary: In FY 07 AOT will couple a VIP trade and media event with ARLAG. Monterrey is also an important market for Arizona, so AOT will take advantage of being in Mexico to also host a media and trade event in this market.

**AOT contact:** Jacki Mieler, [jmieler@azot.gov](mailto:jmieler@azot.gov) or (602)364-3697 or Mary Rittmann, [mrtrittmann@azot.gov](mailto:mrtrittmann@azot.gov) or (602)364-3730

#### TREASURES OF SOUTHEASTERN ARIZONA PRESS TRIP

**date:** May 14-19, 2007

**locations:** Tucson, Sierra Vista, Bisbee, Tombstone, Willcox, Patagonia, Sonoita

**audience:** Domestic and international travel writers  
 Program Summary: As part of AOT's Press Trip program, this is one of four trips planned for FY 07. This trip will focus on Tucson and other gems in southeastern Arizona, such as Bisbee, Kartchner Caverns, Patagonia and Sonoita.

**AOT contact:** Heather Koncilja, [hkoncilja@azot.gov](mailto:hkoncilja@azot.gov) or (602)364-3698

#### ARIZONA MEDIA MARKETPLACE

**date:** TBD – Late Spring 2007

**location:** TBD – Greater Phoenix Area

**participants:** All tourism suppliers

**cost:** \$150

**audience:** Arizona-based and regional travel and tourism writers  
 Program Summary: Now in its third year, the Arizona Media Marketplace gives AOT's constituents a low-cost opportunity to meet with the wealth of travel writers that live in Arizona and the surrounding regional markets. In addition to the media marketplace, the afternoon also consists of a professional development session

related to a topic that is of interest to tourism PR professionals.

**AOT contact:** Heather Koncilja, [hkoncilja@azot.gov](mailto:hkoncilja@azot.gov) or (602)364-3698

#### PUBLIC RELATIONS SOCIETY OF AMERICA TRAVEL & TOURISM CONFERENCE

**date:** TBD

**location:** TBD

**participants:** All tourism suppliers – visit [www.prsa.org](http://www.prsa.org) for more information

**cost:** TBD

**audience:** Public relations professionals, U.S. travel writers

**program summary:** The Public Relations Society of America's Travel & Tourism Section annual conference is one of the industry's premier educational and networking opportunities. Programming includes plenary sessions with top travel writers and a media marketplace event. The conference is also held in conjunction with the Society of American Travel Writers Associates Council meeting.

**AOT contact:** Heather Koncilja, [hkoncilja@azot.gov](mailto:hkoncilja@azot.gov) or (602)364-3698

#### SOCIETY OF AMERICAN TRAVEL WRITERS WESTERN CHAPTER MEETING

**date:** TBD

**location:** TBD

**participants:** This conference is only open to members of SATW. Visit [www.satw.org](http://www.satw.org) for information on how to join.

**cost:** TBD

**audience:** U.S.- and Canada-based travel writers and editors that are SATW Western Chapter members

**program summary:** The Society of American Travel Writers (SATW)



*In 2004, Arizona received more than 356,000 visitors from Canada, marking a 19 percent increase over the previous year. These visitors stayed an average of 19 nights in Arizona and spent more than \$285 million in the state.*

is the premier organization for U.S. and Canadian travel writers. The Western Chapter meeting is smaller than the annual conference, allowing for more one-on-one time with the writers that are based in the Western states.

**AOT contact:** Jacki Mieler, [jmieler@azot.gov](mailto:jmieler@azot.gov) or (602)364-3697

## INTERNATIONAL MARKETING

### CANADA

AOT has had travel industry marketing and public relations representation in Canada since 1995. Canadians' awareness of and interest in Arizona as a travel destination has increased dramatically during that time. This rising demand caused a drastic improvement in the air service between Canada and Arizona with U.S. Airways, Air Canada and WestJet now offering daily nonstop flights between Arizona and key Canadian hubs, including Toronto, Calgary, Vancouver and Edmonton. In 2004, Arizona received more than 356,000 visitors from Canada, marking a 19 percent increase over the previous year. These visitors stayed an average of 19 nights in Arizona and spent more than \$285 million in the state. The combination of a strengthening Canadian dollar and increased direct air service has prompted AOT to increase efforts in Canada in FY 07, with expanded consumer marketing and a more robust trade and media relations program.

AOT currently contracts with Toronto-based Travel Marketing Experts to provide travel industry marketing and media relations

representation. This contractor is responsible for the day-to-day functions of operating an AOT office in Canada and for keeping the Canadian travel trade and media up to date on the latest Arizona product developments and travel-related news.

### Travel Marketing Experts

**contact:** Chris Ryall

55 Town Centre Court, Suite 642

Toronto, Ontario, Canada M1P 4X4

Tel: 416-861-1240

Fax: 416-861-1108

[chris@travelmarketingexperts.com](mailto:chris@travelmarketingexperts.com)

In addition, AOT has the following marketing activities planned for the Canadian market in FY 07:

### GRAND CANYON IMAX ROAD SHOW — CANADA

**date:** September 18-29, 2006

**location:** Eastern and Western Canada

**participants:** Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers. Participation will be limited and may be determined by a lottery.

**cost:** TBD – About \$2,000 a week, plus travel expenses

**audience:** Canadian travel and travel trade media, tour operators, travel agents, and consumers



**program summary:** Based on the success of past IMAX Road Show campaigns in the UK and Chicago, AOT is taking the same formula and implementing it in Canada. The campaign consists of bringing the “Grand Canyon: The Hidden Secrets” IMAX film to select cities in Canada. The film will show multiple times throughout the day, with morning viewings focusing on schoolchildren and evening viewings reserved for consumers and VIPs. The movie is shown free of charge and everyone in attendance receives a gift bag with collateral material from the partners. The movie is typically screened on Tuesday and Thursday, leaving other weekdays open to conduct media and trade appointments in those markets. The cities are still being determined, but one week will focus on Western Canada (Vancouver, Calgary and/or Edmonton) and the other week will focus on Eastern Canada (Toronto, Montreal and/or Ottawa). Each week is priced separately.

**AOT contact:** Jacki Mieler, [jmieler@azot.gov](mailto:jmieler@azot.gov) or (602)364-3697 or Jennifer Sutcliffe, [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or (602)364-3693.

#### ONTARIO MOTORCOACH ASSOCIATION (OMCA) MARKETPLACE & CONFERENCE

**date:** November 12-15, 2006

**location:** Sheraton Center Hotel, Toronto, Ontario - Canada  
Participants: Participation is limited to OMCA members. Visit [www.omca.com](http://www.omca.com) for additional information and to register.

**cost:** CDN \$795, plus travel expenses

**audience:** Canadian tour operators

**program summary:** This annual conference is Canada’s largest tour operator show (always held in Toronto) attracting DMOs and suppliers from the U.S. and other countries. The event provides buyers and sellers with the opportunity to meet one-on-one during pre-scheduled, seven-minute appointments. Also featured are educational seminars and networking functions.

**AOT contact:** Jennifer Sutcliffe, [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or (602)364-3693

#### ARIZONA NIGHT AT THE AIR CANADA CENTRE

**date:** TBD – January or February 2007

**location:** Toronto, Ontario

**participants:** CVBs/Chambers/DMOs

**cost:** TBD – Costs will vary depending on level of consumer promotions

**audience:** Canadian travel and trade media, tour operators, travel agents and consumers

**program summary:** AOT has had trade and media relations representation in Canada since 1995, and has worked diligently to increase awareness of and visitation to Arizona from this valuable market. The travel trade and travel writers have been extremely receptive to these efforts, thereby making Canada one of Arizona’s top international markets. As a “thank you” to the industry, AOT and its partners hosted an “Arizona Night” at a Toronto Maple Leafs game in 2006, inviting them to learn more about Arizona and giving them a ticket to the hottest game in town. The event was a resounding success and it was decided to continue and build upon it for 2007. The goal is to involve a consumer element in the program, thereby reaching a broader audience.

**AOT contact:** Jacki Mieler, [jmieler@azot.gov](mailto:jmieler@azot.gov) or (602)364-3697 or Jennifer Sutcliffe, [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or (602)364-3693

#### TRAVEL MEDIA ASSOCIATION OF CANADA (TMAC) MEDIA MARKETPLACE

**date:** TBD – February 2007



**location:** TBD

**participants:** Participation is limited to TMAC members. Chris Ryall, AOT's Canadian PR representative, is a member of the organization.

**audience:** Canadian travel and trade media

**program summary:** The Travel Media Association of Canada always organizes a media marketplace event at their annual conference. The format of the marketplace allows for pre-scheduled one-on-one appointments with the travel writers, based on their preference of destinations to meet with. AOT's Director of Media Relations and Canadian public relations representative will attend the media marketplace on behalf of Arizona.

**AOT contact:** Jacki Mieler, [jmieler@azot.gov](mailto:jmieler@azot.gov) or (602)364-3697

#### VANCOUVER GOLF & TRAVEL SHOW

**date:** February 2007

**location:** Vancouver, British Columbia, Canada

**participants:** Participation is open to anyone in the tourism industry. Visit [www.vancouvergolfshow.com](http://www.vancouvergolfshow.com) for more information.

**cost:** CDN \$1,395 per 10' x 10' booth

**audience:** Canadian consumers

**program summary:** This annual golf marketplace provides consumers with the opportunity to test the latest equipment, obtain free instruction, research golf resort vacations and purchase products at special show prices. Exhibits will have many opportunities to showcase, demonstrate and sell directly to over 22,000 golf enthusiasts who attend this event. Brochure distribution will be available through the Arizona Office of Tourism at a cost of \$200 plus shipping.

AOT Contact: Jennifer Sutcliffe, [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or (602)364-3693

#### TORONTO GOLF & TRAVEL SHOW

**date:** TBD - March 2007

**location:** Toronto, Ontario, Canada

**participants:** Participation is open to anyone in the tourism industry. Visit [www.golfshow.701.com](http://www.golfshow.701.com) for more information.

**cost:** CDN \$1,795 for a 10' x 10' booth

**audience:** Canadian consumers

**program summary:** This is North America's largest consumer golf show. Now in its 17th year, the Toronto Star Golf & Travel Show attracts up to 35,000 golf enthusiasts including consumers and some tour operators. Brochure distribution will be available through the Arizona Office of Tourism at a cost of \$200, plus shipping.

**AOT contact:** Jennifer Sutcliffe, [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov) or (602)364-3693

#### GERMANY

AOT has had travel industry marketing and public relations representation in Germany (including German-speaking Switzerland and Austria) since 1995. The German market continues to have a tremendous interest in Arizona for its wide open spaces and the allure of the Old West and Native American culture. Marketing and media relations efforts in this market have also focused on expanding the German traveler's knowledge of the Arizona product to include the golf, resort and spa experiences found in the urban areas of the state. Although Lufthansa Airlines ceased operation of its daily flight between Phoenix and Frankfurt in 2004, the recent merger of America West Airlines and U.S. Airways should have positive implications on air service between the two destinations. In 2004, Arizona received 77,000 visitors from Germany. These visitors stayed an average of 6.7 nights in Arizona and spent more than \$34 million in the state. AOT currently contracts with Cologne-based Get It Across Marketing

to provide travel industry marketing representation and Munich-based COMEO PR for media relations representation. These contractors work in tandem to facilitate the day-to-day functions of operating an AOT office in Germany and for keeping the German travel trade and media up-to-date on the latest Arizona product developments and travel-related news.

#### GET IT ACROSS MARKETING

**contact:** Albert Jennings  
Neumarkt 33, D-50667  
Köln Germany  
**tel:** (49) 221 233 64 08  
**fax:** (49) 221 233 64 50  
arizona@getitacross.de

#### COMEO PR

**contact:** Julia Mechtersheimer  
Hofmannstr. 7A  
D-81379 München, Germany  
**tel:** (49) 89 74 888 240  
**fax:** (49) 89 74 888 222  
mechtersheimer@comeo.de

In addition, AOT has the following marketing activities planned for the German market in FY 07:

#### TRAVEL TRADE WORKSHOP

**dates:** TBD - October 2006

**location:** Montreux, Switzerland

**Participants:** Participation is open to anyone in the tourism industry.

**cost:** N/A

**audience:** Swiss tour operators and travel agents

**program summary:** Travel Trade Workshop (TTW) is Switzerland's leading travel trade show. In attendance are approximately 4,000 Swiss travel agents, all leading Swiss tour operators and international airlines. AOT partners with the Visit USA Committee Switzerland on the booth. This is not an appointment show, but meetings are arranged with all leading Swiss tour operators. Albert Jennings, the Germany

representative, will attend on behalf of AOT. Brochure distribution will be available through the Arizona Office of Tourism at a cost of \$200, plus shipping.

**AOT contact:** Hylton Fothergill, hfothergill@azot.gov or (602)364-3706

#### SOUTHWEST USA PROMOTIONS

**date:** November 2006 - March 2007

**location:** Throughout Germany

**Participants:** Arizona, Colorado, New Mexico and Utah

**cost:** N/A

**audience:** German consumers

**program summary:** Albert Jennings and Get It Across Marketing will attend six to seven German consumer shows on behalf of Arizona, Colorado, Utah and New Mexico. These shows attract between 24,500 and 200,000 people depending on the city. A sweepstakes drawing is held for flights, rental cars and overnight packages in the Southwest region. Follow-up mailings are executed by selected German tour operators for each city. Cities to be included are still to be determined but may include Cologne, Mannheim, Stuttgart, Hamburg, Munich, Essen and Luxemburg.

#### INTERNATIONALE TOURISMUS BOERSE (ITB)

**date:** March 7-11, 2007

**location:** Berlin, Germany

**participants:** Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

**cost:** \$2,000 for first delegate and \$500 for second delegate from the same organization, plus travel expenses. In addition, the PR delegation hosts an evening media function that typically costs about \$450/partner.

**audience:** German speaking travel and trade media



*In 2004, Arizona received 60,000 visitors from Japan. These visitors stayed an average of 3.4 nights in Arizona and spent more than \$44 million in the state.*

**Program Summary:** The Internationale Tourismus Boerse (ITB) is known throughout the world as the leading trade fair for the global tourism industry. This makes ITB Berlin the main forum for communication and marketing for the worldwide tourism sector. It is an ideal opportunity for exhibitors to get their messages out to both trade visitors and the general public. ITB is the world's largest travel industry trade show with over 7,000 exhibitors from 188 countries competing for travel business from this important European market. At ITB in 2006, AOT met with approximately 40 tour operators and 45 travel journalists at the Arizona booth and at an Arizona media reception.

**AOT contact:** Jacki Mieler, [jmieler@azot.gov](mailto:jmieler@azot.gov) or (602)364-3697 or Hylton Fothergill, [hfothergill@azot.gov](mailto:hfothergill@azot.gov) or (602)364-3706

#### ARIZONA REISEPLANER

Arizona Reiseplaner is the official German-language publication for the Arizona Office of Tourism. Printed every other year, this award-winning publication is used in all AOT promotions in Germany, Switzerland and Austria. It is distributed to potential travelers, travel agents, tour operators, and travel press at trade shows, consumer shows and as the fulfillment piece for individual requests. The 2007/2008 edition of the *Arizona Reiseplaner* will be printed in October 2006 with a circulation of 85,000 copies.

#### JAPAN

AOT has had travel industry marketing and public relations representation in Japan since 1995. Due to budget restrictions, the media relations representation has been limited to specific projects only for the last three years, but FY 07 will mark the return of a full-time Japanese media relations contract. The Japanese market is extremely familiar with the natural attractions in northern Arizona, as this area of the state is part of the typical Japanese travel pattern which includes other natural attractions in the Grand Circle – Colorado, New Mexico and Utah. In 2004, Arizona received 60,000 visitors from Japan. These visitors stayed an average of 3.4 nights in Arizona and spent more than \$44 million in the state.

AOT currently contracts with Fieldstar International to provide travel industry marketing and media relations representation. This contractor is responsible for the day-to-day functions of operating an AOT office in Japan and for keeping the Japanese travel trade and media up-to-date on the latest Arizona product developments and travel-related news.

#### Fieldstar International

**contact:** Osamu Hoshino

853 Germania Avenue Salt Lake City, UT 84123

**tel:** 801-266-3345

**fax:** 801-262-9570

**e-mail:** [ohoshino@comcast.net](mailto:ohoshino@comcast.net)

In addition, AOT has the following marketing activities planned for the Japanese market in FY 07:

See America Week including See America Workshop, Japan Association of Travel Agents (JATA) World Travel Fair and Media Marketplace

**date:** September 19-25, 2006

**location:** Osaka and Tokyo, Japan

**Participants:** Participation is open to anyone in the tourism industry. Visit [www.jata-net.or.jp/english](http://www.jata-net.or.jp/english) or [www.tia.org](http://www.tia.org) for additional information and to register.

**cost:** Varies

**audience:** Japanese travel trade, media representatives and consumers

**program summary:** See America Week kicks off with a See America Workshop in Osaka that specifically targets local tour operators and travel agents. In 2005 more than 100 travel agents and tour operators met with 28 U.S. suppliers. Immediately following the Workshop, participants travel to Tokyo for JATA World Travel Fair, the largest trade and consumer travel show in Japan. This event invites overseas and domestic travel industry and related professionals from travel agencies, tour operators, government tourist offices, public sector organizations, airlines, educational institutions, travel trade/consumer media organizations to exhibit their destinations and products. In 2005, 67,297 general public visitors and 36,907 travel trade and press attended this event. Following JATA World Travel Fair, TIA hosts a Media marketplace for Japanese travel and travel trade media. Sixty-three writers attended last year.

**AOT contact:** Mary Rittmann, [mrtrittmann@azot.gov](mailto:mrtrittmann@azot.gov) or (602)364-3730 or Jacki Mieler, [jmieler@azot.gov](mailto:jmieler@azot.gov) or (602)364-3697

## W'EST

W'est is an annual Japanese-language publication that focuses on the western United States including Arizona, Utah, Wyoming, New Mexico and South Dakota. Fieldstar International, the Arizona Office of Tourism's Japanese representative, distributes this publication to key travel trade representatives and consumers both in Japan and in the USA. Additionally it is distributed at seminar presentations and travel shows such as JATA, Visit USA and Pow Wow. W'est will be published in January 2007 with a print run of 120,000 copies. For more information, or for information about advertising, please contact Osamu "Sam" Hoshino, AOT's Japanese representative, at (801) 266-3345 or [ohoshino@comcast.net](mailto:ohoshino@comcast.net).

## MEXICO

AOT has had travel industry marketing and public relations representation in Mexico since 1995. The Mexican traveler often has an affinity for Arizona because of their proximity to the state and the fact that they often have friends and relatives living in Arizona. This market is motivated by the lure of visiting friends and relatives, access to diverse shopping experiences and high-end resort, golf and spa products. While these interests are primarily focused on Southern Arizona, recent marketing efforts have aimed at increasing the Mexican traveler's knowledge of Northern Arizona. Outside of the air service to Mexican beach destinations, which is primarily focused on outbound travel, U.S. Airways and Aeromexico offer service from Mexico City, Hermosillo and Guadalajara. In 2004, Arizona received 42,000 visitors from Mexico via air only. This does not include visitors that enter Arizona by automobile. These visitors stayed an average of 7.5 nights and had a direct economic impact of \$42 million. AOT will be conducting an extensive research study on these visitors in FY 07 in order to obtain a more accurate picture of the Mexican visitor's impact on Arizona tourism.



*The Mexican traveler often has an affinity for Arizona because of their proximity to the state and the fact that they often have friends and relatives living in Arizona.*

AOT currently contracts with Mexico City-based Jackson Marketing Internacional to provide travel industry marketing and media relations representation. This contractor is responsible for the day-to-day functions of operating an AOT office in Mexico and for keeping the Mexican travel trade and media up to date on the latest Arizona product developments and travel-related news.

#### **Jackson Marketing Internacional**

**contact:** Barbara Jackson  
Homero No 136 – Desp. 402  
Colonia Chapultepec Morales  
11570 Mexico D.F.

**tel:** (52) 55 5250-2763

**fax:** (52) 55 5254-7899 [bjackson@jacksonmarketing.com.mx](mailto:bjackson@jacksonmarketing.com.mx)

In addition, AOT has the following marketing activities planned for the Mexican market in FY 07:

#### **LA CUMBRE**

**date:** September 6-8, 2006

**location:** Las Vegas, Nevada

**participants:** Participation is open to anyone in the tourism industry. Visit [www.lacumbre.com](http://www.lacumbre.com) for additional information and to register.

**cost:** \$2,450 for a 10' x 10' booth plus registration for one delegate

**audience:** Latin American travel trade and media representatives  
**Program Summary:** La Cumbre is the premier travel industry conference for the sales and marketing of travel to the United States from Latin America and the Caribbean. The event features a structured, computer-matched marketplace enabling buyers and suppliers to meet during scheduled appointments. However, few appointments are confirmed in advance and exhibitors generally attempt to schedule additional appointments on-site. Approximately 500 travel trade and 120 press members from throughout Latin America attend this event. Barbara Jackson, AOT's Mexico representative will attend this event. Brochure distribution will be available through the Arizona Office of Tourism at a cost of \$200, plus shipping.

**AOT contact:** Mary Rittmann, [mrtrittmann@azot.gov](mailto:mrtrittmann@azot.gov)  
or (602)364-3730

#### **ARIZONA SHOWCASE**

**date:** October 4-5, 2006

**location:** Hermosillo, Sonora - Mexico

**participants:** Participation is open to Arizona CVBs, Chambers, DMOs hotels and suppliers.

**cost:** The cost to participate varies from \$800-\$2,000 depending on the type of supplier and level of participation, plus travel expenses.

**audience:** Sonoran travel agents, media and consumers

**program summary:** This annual event promotes fall and holiday

shopping, attractions and accommodations throughout Arizona to both residents and travel agents of Hermosillo and Ciudad Obregon. The travel agent and media event consists of a trade show, reception with a mini-fashion show and a destination presentation. The consumer event consists of a trade show with supplier exhibits, a fashion show highlighting important society members as the models and dinner. Proceeds of the consumer event benefit a local charity which also generates media interest. In 2005 attendance reached a maximum level of 850 people.

**AOT contact:** Mary Rittmann, mrittmann@azot.gov or (602)364-3730

#### TIA SEE AMERICA MEDIA MARKETPLACE — MEXICO CITY

**date:** TBD — February 2007

**location:** Mexico City, Mexico

**participants:** Participation is open to Arizona CVBs, Chambers and DMOs.

**cost:** Media Marketplace — About \$600, Arizona Breakfast - \$200

**audience:** Mexican travel and trade media

**program summary:** The TIA SeeAmerica Media Marketplace in Mexico is held in conjunction with the Expo Vacaciones trade show (see below). The media marketplace attracts more than 50 writers from Mexico's top trade and consumer publications. In order to have a stronger Arizona presence and take advantage of already being in Mexico, the Arizona delegation hosts a media breakfast to share the Arizona message.

**AOT contact:** Jacki Mieler, jmieler@azot.gov or (602)364-3697

#### EXPO VACACIONES

**date:** TBD - February 2007

**location:** Mexico City, Mexico

**participants:** Participation is open to anyone in the tourism industry.

**cost:** Approximately \$1,900

**audience:** Mexican tour operators, travel agents and trade and travel media

**program summary:** Organized by the Visit USA Committee in Mexico, Expo Vacaciones is one of the largest tourism trade shows in Mexico. Exhibitors include U.S. destinations, hotels, airlines, and tourism service companies and their local representatives. Expo Vacaciones provides one-on-one appointments with leading Mexican wholesalers and tour operators and an optional See America Media Day which is co-sponsored by the Travel Industry Association of America (see above).

**AOT contact:** Mary Rittmann, mrittmann@azot.gov or (602)364-3730

#### ARLAG

**date:** May 2007

**location:** Guadalajara, Jalisco, Mexico

**participants:** Participation is open to anyone in the tourism industry.

**COST:** \$500 per booth

**audience:** Mexican travel agents primarily from Guadalajara and the State of Jalisco

**program summary:** This yearly trade show, which takes place in the city of Guadalajara, is put together by the Airline Representatives Association of that city. This tradeshow is interesting because it not only attracts travel agents from Guadalajara and neighboring cities, but also travel agents from throughout the Mexican Republic. Brochure distribution will be available through the Arizona Office of Tourism at a cost of \$200, plus shipping.

**AOT contact:** Mary Rittmann, mrittmann@azot.gov or (602)364-3730

#### GUADALAJARA & MONTERREY MEDIA & TRADE EVENTS

**date:** May 2007

**LOCATION:** Guadalajara, Mexico

Participants: ARLAG is open to all tourism suppliers

**cost:** TBD

**audience:** Guadalajara area media and travel trade professionals

**program summary:** In FY 07 AOT will couple a VIP trade and media event with ARLAG. Monterrey is also an important market for Arizona, so AOT will take advantage of being in Mexico to also host a media and trade event in this market.

**AOT contact:** Jacki Mieler, jmieler@azot.gov or (602)364-3697 or Mary Rittmann, mrittmann@azot.gov or (602)364-3730

#### VISITA ARIZONA

Visita Arizona is the primary Spanish-language fulfillment piece for the Arizona Office of Tourism. This 24-page brochure is targeted specifically at the Mexican visitor and focuses on things they are most interested in such as shopping, spectator sports and medical services. With a circulation of 25,000, *Visita Arizona* will be distributed at trade and consumer shows, during sales missions and to individuals

who request additional information either online or in response to the Arizona Office of Tourism's advertising campaign in the Northern Mexico states of Sonora, Sinaloa and Chihuahua. This publication will not be reprinted in FY 07.

#### UNITED KINGDOM

AOT has had travel industry marketing and public relations representation in the United Kingdom since 1995. The United Kingdom is Arizona's number one overseas market, as the British have an affinity for Arizona's wide open spaces and natural attractions. The strength of visitation from the UK has kept a nonstop British Airways flight between London and Phoenix operating for nearly 10 years. In 2004, Arizona received 116,000 visitors from the United Kingdom. These visitors stayed an average of 3.5 nights in Arizona and spent more than \$41 million in the state.

AOT currently contracts with London-based McCluskey International to provide travel industry marketing and media relations representation. This contractor is responsible for the day-to-day functions of operating an AOT office in the United Kingdom and for keeping the UK travel trade and media up-to-date on the latest Arizona product developments and travel-related news.

#### McCluskey International

**trade contact:** Patrick North Coombes

**pr contact:** Melita Swan

4 Vencourt Place, Hammersmith

London, W6 9NU

United Kingdom

**tel:** (44) 208-237-7977

**fax:** (44) 208-237-7999

patrick@mccluskey.co.uk or melita@mccluskey.co.uk





*The strength of visitation from the UK has kept a nonstop British Airways flight between London and Phoenix operating for over 10 years.*

In addition, AOT has the following marketing activities planned for the UK market in FY 07:

#### WORLD TRAVEL MARKET

**date:** November 6-9, 2006

**location:** London, UK

**participants:** Participation is open to CVBs, Chambers, DMOs, hotels and suppliers.

**cost:** \$2,000 for the first delegate and \$500 for a second delegate from the same organization, plus travel expenses. In addition, the PR delegation hosts an evening media function that typically costs about \$450/partner.

**audience:** UK travel and trade media

**program summary:** Open exclusively to the trade and media, World Travel Market (WTM) is one of the international travel industry's premier business-to-business forums with more than 5,000 leading suppliers and 44,000 industry professionals from more than 190 countries present. At WTM in 2005, AOT met with about 50 travel journalists and 40 tour operators at the Arizona booth and at an Arizona media reception. AOT's agency in the UK facilitates media and trade appointments and organizes the evening media function. AOT Contact: Jacki Mieler, [jmieler@azot.gov](mailto:jmieler@azot.gov) or (602)364-3697 or Hylton Fothergill, [hfothergill@azot.gov](mailto:hfothergill@azot.gov) or (602)364-3706

#### SEE AMERICA MEDIA MARKETPLACE - UK

**date:** TBD – March 2007

**location:** London, UK

Participants: All tourism suppliers – visit [www.tia.org](http://www.tia.org) for more information

**cost:** TBD – usually around \$750

**audience:** UK travel and trade press

Program Summary: AOT's UK public relations representative attends the media marketplace in London on behalf of the State.

**AOT contact:** Jacki Mieler, [jmieler@azot.gov](mailto:jmieler@azot.gov) or (602)364-3697

#### ARIZONA HOLIDAY GUIDE

*Arizona Holiday Guide* is published bi-annually with the 2006/2007 edition having been published in January 2006. The total circulation was 81,000 copies of which 65,000 copies are being distributed at consumer shows and as fulfillment for individual requests received via telephone and online. The remaining 16,000 are distributed through the January 2006 and February 2007 editions of *Selling Long Haul*. *Selling Long Haul* is a travel trade publication that is distributed to more than 7,500 travel agencies and tour operators in the UK and Ireland. This publication will not be reprinted in FY 07.

## FRANCE

Based on a growing trend of increased French visitation to the U.S. and Arizona in particular, AOT has developed a three year plan to enter the French market with travel industry marketing and public relations activities. In FY 06, AOT joined other Arizona tourism organizations in hosting a media and trade event in Paris. These efforts will be expanded upon for FY 07 to include a repeat of the event and complementary media and trade appointments. Also included will be a media and trade FAM to Arizona, brochure analysis and media relations outreach. In 2004, Arizona received 64,000 visitors from France. These visitors stayed an average of 3.9 nights in Arizona and spent more than \$22 million in the state.

AOT has the following marketing activities planned for the French market in FY 07:

### FRENCH MEDIA AND TRADE SALES MISSION

**date:** Post-ITB

**location:** Paris, France

**participants:** Participation is open to Arizona CVBs, Chambers, DMOs, hotels and suppliers.

**cost:** TBD

**audience:** French travel media and travel trade professionals

**program summary:** AOT began working in the French market in FY 06 by hosting a media and trade event in conjunction with other Arizona tourism suppliers. Based on the increasing importance of the French market, AOT is expanding its efforts for FY 07. The media and trade event will be repeated and complemented with media and trade appointments in Paris.

**AOT contact:** Jacki Mieler, jmieler@azot.gov or (602)364-3697

## GUIDE DE VACANCES

*Guide de Vacances* is a brand new French-language publication that was developed to attract the French and French-speaking Swiss and Canadian markets. The inaugural edition had a print run of 25,000 which are being distributed at sales missions and operator events in France and Quebec, through Visit USA France, by direct mail to travel agents and at Mondial du Tourism 2007, an annual consumer travel show that attracts more than 100,000 attendees. This publication will not be reprinted in FY 07.

## BELGIUM AND NETHERLANDS

AOT is entering into a joint marketing venture with Colorado, New Mexico and Utah to reach the travel trade and media in Belgium and the Netherlands. The coordinated effort is the first part of a three-year plan that will ultimately have each destination conducting its own marketing activities. Because a typical traveler from these countries usually visits all of the Four Corners states, it was decided that the most logical and economical way to enter these markets was as a single entity. During FY 07, the marketing activities will consist of a product inventory of existing tour operator programs featuring the four states, a sales mission in a key city and an inbound travel trade and media familiarization tour.

## CHINA

China is one of the fastest-growing markets in the world with one of the fastest-growing economies and incomes. It is projected that by the year 2020, China will contribute 100-115 million outbound tourists and the country will fuel the next global tourism boom. In 2005, China outbound tourism totaled more than 31 million, with leisure travel representing more than 80 percent of that number. China outbound tourism has dramatically and steadily increased, starting at only 2.5 million people in 1992. The factors influencing the rise in



*Promoting the Native American experience is integral to AOT's cultural heritage marketing initiatives.*

Chinese tourism include an increased disposable income, increased public holidays, growing interest in overseas travel and relaxed political restrictions. Although the U.S. does not have “Approved Destination Status (ADS)” in China, it remains one of the top four destinations for overseas travel preferred by wealthy Chinese. These visitors can still enter the U.S. with a passport and Visa, but must put a deposit down before leaving China to ensure their return. Therefore, a majority of the visitors are either in the U.S. for business or to visit friends and relatives.

U.S. destinations, including Nevada, Florida and Los Angeles, are starting to enter the Chinese market and lay the groundwork for the predicted upcoming Chinese tourism boom. In FY 07, AOT will also begin researching this valuable market to determine how Arizona can best be positioned to reach the staggering number of Chinese who will be traveling overseas in the next 15 years.

## MULTICULTURAL MARKETING

### NATIVE AMERICAN TOURISM MARKETING

Promoting the Native American experience is integral to AOT's cultural heritage marketing initiatives. Additionally, AOT makes available a number of programs, services and resources to assist Arizona's tribes in the development and marketing of their tourism programs. With the input and cooperation of the tribes, AOT has developed an enhanced and integrated Native American marketing plan for FY 07 to include:

- **Trade Shows and Media Events:** In addition to providing the opportunity for tribes to participate in domestic and international trade shows and events, AOT will showcase the Native American cultural experience at select events. Performance, demonstration or storytelling will be included at the Grand Canyon IMAX Road Show in Canada and the New York Media Marketplace. AOT will also explore a cooperative marketing effort with New Mexico to host a shared booth at the 2007 International Pow Wow. In addition, AOT will again host a tribal tourism representative at Go West Summit.
- **Target Cities:** In FY 07, AOT will include a visible component focused on the Native American experience in its Target Cities campaign, either through guerilla marketing or other consumer events.
- **Collateral Materials:** In order to promote the unique Native American experience in Arizona, AOT will develop a special consumer brochure to be used as a resource guide. The information will also be posted on AOT's consumer Web site, [www.arizonaguide.com](http://www.arizonaguide.com). An Arizona Native American Culture profile sheet highlighting a calendar of events and other pertinent information will be developed and printed two times per year for use at trade and media events.
- **Familiarization Tours:** The Native American experience will be integrated into FAM tours planned for journalists and tour operators in FY 07, including a press trip, “Ancient Lands & Native Peoples,” which will take place on October 30 – November 4, 2006.
- **Ongoing Marketing Opportunities:** Tribes are encouraged to participate in a variety of AOT programs and resources throughout the

year, including the E-Newsletter, Target Cities campaign, Instate campaign, *Official State Visitors Guide & Map*, [www.ArizonaVacationValues.com](http://www.ArizonaVacationValues.com) and Calendar of Events.

- **Education and Outreach:** AOT sponsors a range of workshops to assist communities and Tribes in tourism development and marketing. Tribal Tourism Development Seminars are train-the-trainer workshops developed in partnership with AOT and Northern Arizona University and specifically geared to Tribal communities. Topics include Customer Service, Strategies for Effective Tourism, Tourism Research, Marketing Your Tourism Products, Tour Itinerary Development & Designing and Tour Guide Training Program. These programs will be offered throughout FY 07.

For information on any Native American marketing opportunities, contact Dawn Melvin, Native American Tourism Development Manager, (602)364-3707, [dmelvin@azot.gov](mailto:dmelvin@azot.gov).

#### DOMESTIC HISPANIC MARKETING

Currently AOT is researching and will execute an advertising program targeting the domestic Hispanic market. The acculturated domestic Hispanic is a highly lucrative market for Arizona, as they have extended overnight visitation, have high levels of per day spending and tend to travel in larger family groups.

## COOPERATIVE OPPORTUNITIES

#### PUBLICATIONS

***Official State Visitors Guide:*** With a circulation of 625,000 annually, the Arizona *Official State Visitor's Guide (OSVG)* is the official fulfillment publication for the Arizona Office of Tourism. It is the only magazine included in AOT's standard travel packet that is fulfilled to all consumer requests both domestically and in our targeted international markets. It is the largest and most complete visitor publication in the state, and features detailed information and beautiful photography of all areas of the state. Contact Lori Rogers at [lrogers@azot.gov](mailto:lrogers@azot.gov) or (602) 364-3712.

***Professional Travel Planner's Guide:*** This guide is the official fulfillment publication for the Arizona Office of Tourism's Travel Industry Marketing Division. This comprehensive statewide guide assists tour operators and travel agents in the United States and in key international markets. The publication is filled with detailed information about Arizona. With extensive itineraries, maps, motor coach and tour information, special events, attractions, shopping, activities, accommodations, restaurants and receptive and transportation listings – it provides professional travel planners everything they need. *Arizona Professional Travel Planner's Guide* is published annually (usually in January) with a circulation of 15,000 copies. It is distributed at AOT's international offices (Japan, Mexico, Canada, United Kingdom and Germany), and it is direct mailed to selected tour operators and travel agents in response to client inquiries. It is also distributed at domestic and international trade shows, sales missions and promotional events. Contact Kristy McKinnon at [kmckinnon@azot.gov](mailto:kmckinnon@azot.gov) or (602) 364-3696.

***Arizona Holiday Guide:*** This piece complements the existing Official State Visitors Guide by offering a wealth of information tailored to help UK consumers plan a holiday in the Grand Canyon State. The guide includes sections on key regions, attractions, accommodations and traveler's tips, as well as details of UK tour operators that offer tour products in Arizona. *The Arizona Holiday Guide* is published bi-annually with the 2006/2007 edition having been published in January 2006. The total circulation was 81,000 copies of which 65,000 copies are being distributed at consumer shows and as fulfillment for individual requests received via telephone and online. The remaining 16,000 are being distributed through the January 2006 and February 2007 editions of *Selling Long Haul*, a travel trade publication that is distributed to more than 7,500 travel agencies and tour operators in the UK and Ireland. This publication will not be re-printed in FY 07.

**Arizona Reiseplaner:** This brochure is the official German-language publication for the Arizona Office of Tourism. Printed every other year, this award-winning publication is used in all AOT promotions in Germany, Switzerland and Austria. It is distributed to potential travelers, travel agents, tour operators, and travel press at trade shows, consumer shows and as the fulfillment piece for individual requests. The 2007/2008 edition of the *Arizona Reiseplaner* will be printed in October 2006 with a circulation of 85,000 copies. Contact Adventure Media International, Dana Brockway, at (520) 544-3936 or [adventuremedia@cox.net](mailto:adventuremedia@cox.net).

**Guide de Vacances:** This brand-new French-language publication was developed to attract the French market and French-speaking Swiss and Canadian markets. The inaugural edition had a print run of 25,000 which are being distributed at sales missions and operator events in France and Quebec, through Visit USA France, by direct mail to travel agents and at Mondial du Tourism 2007, an annual consumer travel show that attracts more than 100,000 attendees. This publication will not be reprinted in FY 07.

**Visita Arizona:** This is the primary Spanish-language fulfillment piece for the Arizona Office of Tourism. The 24-page brochure is targeted specifically at the Mexican visitor and focuses on things they are most interested in such as shopping, spectator sports and medical services. With a circulation of 25,000, *Visita Arizona* will be distributed at trade and consumer shows, during sales missions and to individuals who request additional information either online or in response to the Arizona Office of Tourism's advertising campaign in the Northern Mexico states of Sonora, Sinaloa and Chihuahua. This publication will not be reprinted in FY 07.

## DATABASE MARKETING

**Relationship Marketing for AOT and its Partners:** AOT has approximately 1.4 million names in a consumer inquiry database, which is used to provide direct marketing opportunities to tourism partners around the state. Opportunities include being featured in a monthly e-newsletter, leasing the AOT database, acquiring new customers through purchasing new names and distributing marketing material through AOT Travel Packets. For more information, or to utilize AOT's resources, please contact Lori Rogers at (602) 364-3712 or [lrogers@azot.gov](mailto:lrogers@azot.gov).

**Monthly E-newsletter:** AOT sends out an e-newsletter monthly to 50,000 subscriber base and inquiries based on expressed interest. Newsletters are based on consumer interests, with themes and corresponding databases rotated. Both DMOs and their membership base may participate in this program. Contact Lori Rogers at (602) 364-3712 or [lrogers@azot.gov](mailto:lrogers@azot.gov).

## ARIZONAVACATIONVALUES.COM

This consumer Web site, [www.arizonavacationvalues.com](http://www.arizonavacationvalues.com), is a portal site for researching travel-related values and deals in Arizona. All Arizona travel and tourism suppliers are able to post special offers on the site, free of charge. A portion of AOT's marketing and promotional efforts drive traffic to this site, where consumers can find discounted offers and book directly with the supplier. Throughout the year, several special sections are featured on [www.arizonavacationvalues.com](http://www.arizonavacationvalues.com). From Summer Specials and Girls Getaways to Spring Training and Museum Month, tourism suppliers are encouraged to create and post special offers that coincide with these seasonal specials, that are promoted through press releases and marketing. Contact: Marjorie Magnusson, Public Relations Manager, (602) 364-3695, [mmagnusson@azot.gov](mailto:mmagnusson@azot.gov)

## ONLINE CALENDAR OF EVENTS

AOT maintains an online calendar of more than 4,000 special events on [www.arizonavacationvalues.com](http://www.arizonavacationvalues.com). In addition to maintaining the Web site calendar, the division provides monthly calendars to media on request and prints a Summer Calendar of Events for those events taking place between Memorial Day and Labor Day. Calendar of events information for April through September must be submitted by January 1. For events taking place from October through March, submit events by July 1. When submitting an event for the calendar, please include the following information:

- Date, including year, and if possible include future dates of the event
- Community in which the event takes place
- Name of event
- Venue
- Time of event
- Brief description of the event
- Phone/Web site for the public to contact for information
- Contact info for AOT to call if the agency has questions
- Digital photo (optional)

**contact:** Marjorie Magnusson, Public Relations Manager,  
(602)364-3695, [mmagnusson@azot.gov](mailto:mmagnusson@azot.gov).

## TOURISM EDUCATION AND DEVELOPMENT

### **Arizona Council for Enhancing Recreation and Tourism (ACERT):**

AOT will continue to chair the Arizona Council for Enhancing Recreation and Tourism, which is comprised of representatives of federal and state agencies, culture and heritage organizations and universities to assist with development of programs which focus on tourism and recreation. ACERT meetings are held at AOT on a quarterly basis. FY 07 ACERT projects include:

- AOT, in partnership with state and federal agencies, will reprint the popular Arizona ACERT map highlighting public lands as well as recreational, cultural and heritage sites and opportunities in rural and tribal areas. The map will be available in a printed and online version. To be included on the map or for more information, contact Mike Leyva at (602) 364-3723 or [mleyva@azot.gov](mailto:mleyva@azot.gov).
- A new Arizona Lakes Guide will be developed in both printed and online versions and will feature water-based recreational activities and statewide information about Arizona's lakes. To be included in the map or to learn more, contact Mike Leyva at (602) 364-3723 or [mleyva@azot.gov](mailto:mleyva@azot.gov).
- The Arizona Rural Community Assessment Program (ARCAP) has traditionally provided an assessment to one community each year, but in FY 07 that will be expanded to two communities. In June, AOT will invite rural and tribal communities who need assistance with their tourism development program to apply. In order to further help communities and ensure that they have the opportunity to utilize the tools necessary for implementing any recommendations, AOT will enhance the technical assistance available to these communities. For more information, contact Mike Leyva at (602) 364-3723 or [mleyva@azot.gov](mailto:mleyva@azot.gov).

## GEOTOURISM MAPGUIDE PROJECT:

In FY 06, AOT launched a new partnership with *National Geographic* and the Sonora Office of Tourism to promote sustainable tourism throughout the Southern Arizona and Sonora regions. As part of this project, the Southern Arizona and Sonora regions are compiling a map of local attractions that help promote Geotourism, which is defined as tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents. In FY 06, communities in Southern Arizona (from Phoenix





*In FY 06, AOT launched a new partnership with National Geographic and the Sonora Office of Tourism to promote sustainable tourism throughout the Southern Arizona and Sonora regions.*

to the Arizona-Mexico border) were called on to submit nominations of sites that are geographically, culturally or historically unique to be included in the MapGuide. Sites might be a national park, museum or historic site, but could also be a private enterprise, such as a family-owned restaurant serving cuisine indicative of the border region's heritage, a historic hotel or community-run craft center. An estimated 300 sites will be included in the MapGuide. During the early part of FY 07 through the MapGuide completion in early 2007, National Geographic will be working and implementing the following phases, in consultation with the project partners:

- Select sites for MapGuide
- Design and create base map
- Write map notes and supporting text
- Cartographic design, research, edit
- Text edit, final MapGuide edit
- Print MapGuide

In FY 07, AOT will create a marketing and public relations campaign to promote the geotourism project and the mapguide. Components of the campaign will include:

- MapGuide development – Distribution of printed MapGuide, Web-based presentation including hosting, integration/linkage with other AOT Web elements, and linkage to Sonora Web sites
- Marketing and public relations – proactive concepts beyond hard copy distribution, local/regional initiatives, coop partnerships

- Product development, application and community education – broader, statewide rollout of Geotourism concepts and development
- Resource development – programs/resources to incorporate Geotourism criteria, pursuit of new Geotourism-related product development incentives

For more information about the National Geographic Geotourism MapGuide project, or information on geotourism initiatives, please contact Marci Elizondo at (602) 364-3720 or melizondo@azot.gov.

## VISITOR SERVICES

**Welcome Centers:** AOT operates the Painted Cliffs Welcome Center (PCWC) located in Northeastern Arizona along Interstate 40 at exit 359 in Lupton. The center is open seven days a week and staffed by three full time travel counselors. Communities, state and federal agencies and tourism related businesses are encouraged to provide brochures and printed collateral for distribution at the Welcome Center. In addition, AOT is currently designing a new welcome center, Needle Mountain, to be located just east of the Arizona-California state line on Interstate 40. Architecture design and layout of the Needle Mountain Welcome Center will be completed during FY 07 and the welcome center interpretative and creative displays highlighting Arizona's beauty will be planned during FY 07. The Needle Mountain Welcome Center is a joint project between the Arizona Department of Transportation and the Arizona Office of Tourism. Funding for the welcome center was secured through transportation enhancement funds.

### **Local Visitor Information Center (LVIC) Designation & Signage**

**Program:** AOT works in cooperation with the Arizona Department of Transportation to provide the blue and white “Arizona Tourist Info” highway signs to qualified communities throughout Arizona. Part of the LVIC program is to administer an annual evaluation of the 62 centers to determine that the centers meet the set standards and provides suggestions to improve local visitor information centers statewide. Centers that participate in the LVIC program receive the *Official State Visitor Guides and Maps* from AOT as an in-kind service. To apply for designation as a Local Visitor Information Center, contact Brian Lang, Visitor Services Manager, (602)364-3694, [blang@azot.gov](mailto:blang@azot.gov).

**Welcome Center Brochure Distribution:** Brochure distribution is a vital part of the welcome center’s daily operations. Communities, government agencies and tourism related business are encouraged to participate by distributing materials from the welcome center. For welcome center brochure distribution policy, please visit [www.azot.com](http://www.azot.com).

## **WORKSHOPS**

**Grand Impressions Customer Service Workshops:** These workshops are conducted each spring in three communities throughout the state. These free one-day sessions are designed for front line tourism professionals and visitor center staff. The training is geared to increase the participants’ knowledge of the state and its attractions as well as enhancing customer service skills. In FY 07, the workshops will also feature training on meeting the needs of international visitors. FY 07 dates and locations will be posted on [www.azot.gov](http://www.azot.gov). For more information, contact Brian Lang at (602) 364-3694 or [blang@azot.gov](mailto:blang@azot.gov).

**Tourism Education Workshops:** AOT produces free tourism education workshops to assist Arizona’s communities and tribal entities with their

tourism development and marketing programming efforts. Through a series of eight outreach workshops held in October to December, these educational workshops provide information on how to partner and work with AOT-sponsored marketing and tourism development activities and include programs for existing and new partners, such as Arizona’s American Indian tribes, to assist in creating and expanding the cultural heritage tourism product. These workshops have been effective in building partnerships, sharing best practices and providing information and knowledge about AOT programs and opportunities. In response to community requests for increased technical assistance, in FY 07 AOT will enhance the workshops with added emphasis on topics including: How to Create a Itinerary, Tourism Trends and Their Impact on Rural & Tribal Communities and Developing an Effective Advertising Program. For dates and locations of workshops, see [www.azot.com](http://www.azot.com) or contact Mike Leyva at (602) 364-3723 or [mleyva@azot.gov](mailto:mleyva@azot.gov).

## **GRANTS**

**Teamwork for Effective Arizona Marketing (TEAM):** The Tourism Education and Development Division oversees Teamwork for Effective Arizona Marketing (TEAM), a matching grant program offered to destination marketing organizations, tribal tourism entities and statewide tourism associations throughout Arizona. The TEAM program supports innovative and effective tourism promotion and marketing projects at the local, tribal, regional and statewide level. TEAM funding can be used for advertising, Web site development, printed material and brochures, media communications and public relations, strategic planning and research, product development and other tourism-related promotional activities. The funds can also be used towards the grant’s EZ Advertising Program, which provides funding for 50 percent of all print advertising placements in selected publications. In addition to instate and nationwide consumer and trade publications, international travel trade can now be reached in

Canada, Japan and Germany. As a result of increased formula funding for the agency, AOT will again increase the available dollars for this popular grant program to \$1,498,600. The FY 07 grant process begins with the release of the FY 07 TEAM Guidelines in early January. Mandatory workshops are held in January and February, applications are due on April 7, and awards for FY 07 are announced in mid-June. The TEAM Committee requires certification for those who wish to submit an application. To receive certification, one representative from each community or organization must attend a TEAM workshop held by AOT. The workshops are held free of charge throughout the state. Workshop dates and locations are announced on [www.azot.com](http://www.azot.com). For more information contact Karen Bult at (602) 364-3708 or [kbult@azot.gov](mailto:kbult@azot.gov).

**Rural Tourism Development Grant Program:** This program is designed to provide funding for infrastructure development in rural and tribal communities to strengthen the regional and local economies and expand tourism. The Rural Tourism Development Grant Program will provide funding for: the development of new tourism products, the enhancement of the visitor experience, the enhancement or renovation of existing tourism products, or a tourism project of “bricks and mortar” that demonstrates a conclusion to either the whole project or a definable phase. In FY 07, \$500,000 will be available for grant awards ranging from \$5,000 to \$50,000. Each recipient must provide a local match of 25 percent. Local match may come from either the private or the public sector and a portion of the local match may be from in-kind goods or services, which assist to carry out the purpose of the grant. Applicants are encouraged to leverage other funds beyond the required match such as other grants, local cash, or local in-kind to maximize limited resources. Additional information on the Rural Tourism Development Grant Program and grant guidelines are available on [www.azot.gov](http://www.azot.gov) in the Tourism Development section. For more information, contact Karen Bult at (602) 364-3708 or [kbult@azot.gov](mailto:kbult@azot.gov).

**Information Center Enhancement Grant Program (ICE):** In order to help Local Visitor Information Centers (LVIC) enhance and upgrade their facilities, AOT developed a direct grant program. In FY 07, LVICs can apply for a \$2,000 award that may include an upgrade in signage, improved interpretation and display of information. These upgrades will assist LVICs in achieving compliance with AOT’s operational standards. A total of \$20,000 will be available through an application process. Grant guidelines are available on [www.azot.gov](http://www.azot.gov) or for more information, contact Brian Lang at (602) 364-3694 or [blang@azot.gov](mailto:blang@azot.gov).

## HOW TO WORK WITH US

**AOT in Action:** AOT’s weekly e-newsletter is distributed to more than 2,000 industry contacts, featuring the latest news, reports, statistical information and current events at the Arizona Office of Tourism and around the state, as well as industry news from throughout the tourism industry. To join our mailing list, simply e-mail your name, address, organization and e-mail address to [mthompson@azot.gov](mailto:mthompson@azot.gov) or call (602) 364-3724.

**Crossroads:** AOT’s quarterly newsletter is distributed to more than 2,000 industry contacts and features the latest AOT and industry news, the latest research data and reports, an opportunity to meet industry and AOT professionals and upcoming event information. To join our mailing list, send your name, address and organization to Michelle Thompson at [mthompson@azot.gov](mailto:mthompson@azot.gov) or call (602) 364-3724.



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